

Street & Smith's Official Yearbook

PRO

1979

Football®

\$1.95

Most Complete

Most Informative

**ROSTERS
SCHEDULES
RECORDS
Action Photos**

**NFL
ROUNDUP
AMERICAN
CONFERENCE**

By Larry Felser
Buffalo News

**NATIONAL
CONFERENCE**

By Don Pierson
Chicago Tribune

**PRO
FOOTBALL:
TOO ROUGH**

By Larry Felser

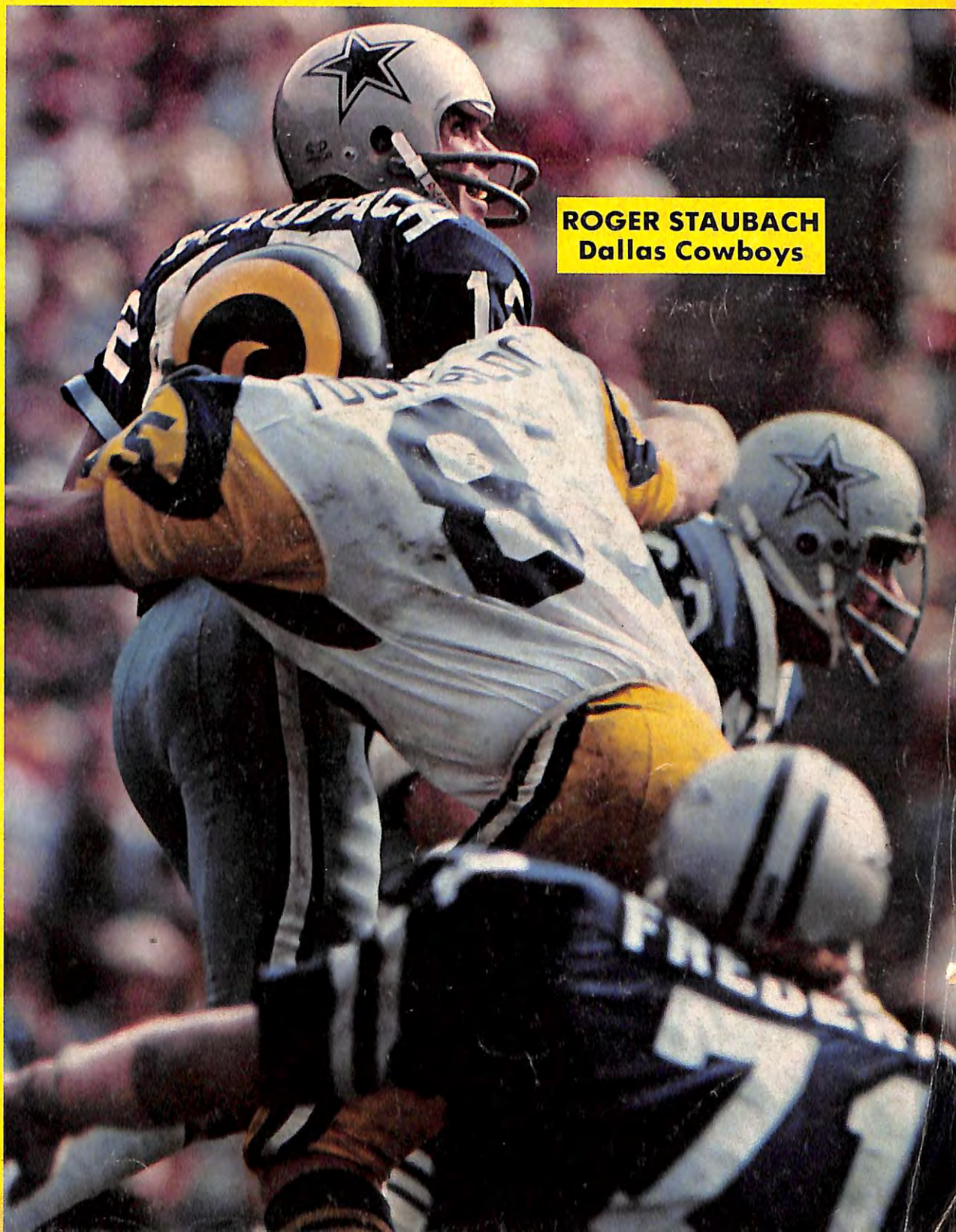
**CAN '79 BE
THIS WILD?**

By Don Pierson

**CANADIAN
FOOTBALL
LEAGUE**

**AMERICAN
IMPORTS**

By Rick Matsumoto
Toronto Star



ROGER STAUBACH
Dallas Cowboys



TASTE THE GOOD TIMES.

RALEIGH LIGHTS



Lights, 9 mg. "tar", 0.8 mg. nicotine; Lights 100's, 9 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

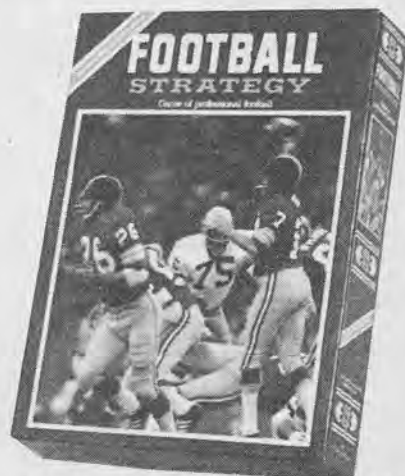
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Extra Burley tobacco fortifies the flavor.

Finally! Genuine tobacco flavor in a low 'tar' cigarette...plus Double Gift Coupons.

For free Gift Catalog. Call toll-free: (1-800) 626-5510. (Ky. residents call toll-free: (1-800) 752-6010.)

IT'S OFFICIAL—THE TWO BEST-SELLING Football Games of '78!



Last year, the headline of our advertisement asked you to "put your skills on the line in the most exciting, most realistic sports games ever." Approximately 156,000 Americans did just that. As a result, two of our four football games became the #1 and #2 most popular football board games of the year.

"Okay, so you sold that many—but did anyone enjoy them?"

We at Avalon Hill are glad you asked.

Why else have we emerged as the largest selling publisher of strategy games in the world? Why else did Sports Illustrated select our games for their imprimatur? You don't command that kind of respect if you have turkeys!

We were elated to receive this news. Because we know there are many other fine games already on the market. Witness competitors' ads in this magazine.

However, we won't insult your intelligence by printing testimonials. Any ad agency can make them up (have you ever tried to contact people in "C.J., Detroit, Michigan" to see if they really said what is quoted?)

This ad was written by the designer of the #2 best-seller and inveterate game player himself (National Football Strategy Tournament champ—1977) so he should know best what you want in a great football game.

#1—PAYDIRT, GAME OF PRO FOOTBALL

You must accept what we say here as gospel. Avalon Hill is no fly-by-night company, it is known for its quality. Quality found inside and outside the sturdy game box! For us gameaholics, it's what's inside the box that counts. And Paydirt gives you statistically accurate Team Charts (for every pro

team) which is the heart of the ingenious matrix system of play. The beauty of this game—and reason it is #1—is that it is enjoyable both in head-to-head play and solitaire play. Most other games give you one but not the other.

You get a whole season's results computer analyzed according to offense and defense, with each pro team's strengths and weaknesses programmed into the respective team charts.

"So the game is nothing more than a walk-thru of an actual season—how dull!"

No so! While each team has limitations according to its real-life capabilities, you are still the guiding force as coach. You still must make the same decisions a Tom Landry is faced with. During play of Paydirt, you must deduce what you think your opponent will call. Your opponent, naturally, is doing likewise. Calls of each player are then cross-indexed on the proper Team Charts to get the final gain or loss. Naturally, the coach of the '78 Colts isn't going to go very far on the ground so he has to develop the very best game strategy he can to overcome such handicaps. It is possible to do so, and when it happens—wow—what a boost to the ego.

If you're just plain curious to see how realistic Paydirt is, simply replay the entire AFL/NFL schedule solitaire. You'll be amazed at the accuracy built into the Team Charts.

"BEST FOOTBALL GAME EVER INVENTED"

That's what Sports Illustrated said about Football Strategy, our 2nd best seller. This was back in 1960 when it first came out. Actually, it became the model for Paydirt. The difference is that Football Strategy does not involve pro Team Charts. It is a

pure head-to-head strategy game. Players start out even, using identical team charts patterned after the play-calling ingenuity of Johnny Unitas. It is for people who aren't into statistical replays. Rather, it appeals to the pure strategy fanatics who enjoy out-thinking their opponents more than anything else.

Fanaticism for this game has grown so in recent years that it is the game used in hundreds of face-to-face leagues, including the national play-for-cash championships held every year. ('79 championship held at Widener College, Chester, Pa.) It is a quick-play game completely devoid of luck elements altogether.

START PLAY AS SOON AS POSSIBLE

Just enclose a check or money order with coupon below (or specify credit card) and we'll rush you the game(s) of your choice—sent to you in confidence you will be playing the most realistic and enjoyable table-top board games on the market. They have that Avalon Hill quality—quality that's made Avalon Hill the largest strategy game maker in the world today!

FREE MAGAZINE SUBSCRIPTION

Just order any two games (shown in coupon) and we'll send you a full-year subscription to All-Star Replay, the new magazine that is to sports games what Chess Review is to Chess.

New! Updated full-color Pro Team Charts for Paydirt. If you already own Paydirt, simply order Team Charts, only \$7.00/set.

COMPLETE COUPON & MAIL TODAY

Sports Illustrated is a trade mark of Time, Inc. and has been licensed to The Avalon Hill Game Co.

- ☐ Paydirt (\$12)
☐ Football Strategy (\$12)



- ☐ Paydirt Pro Team Charts (\$7 per set)
 Specify ☐ 1976 ☐ 1977 ☐ 1978 Season

PLUS

- ☐ Major League Baseball (\$15)
 (recreates 1978 pro season)
☐ USAC Auto Racing (\$12)
 (authentic re-run of Indy 500)
☐ Baseball Strategy (\$12)
 (based on pure managerial skill)
☐ Challenge Football (\$12)
 (test of coaching skill)
☐ Basketball Strategy (\$12)
 (game of think & double think)
☐ Win, Place & Show (\$12)
 (most skilled racing bettor wins)
☐ Speed Circuit (\$12)
 (features 3 Grand Prix tracks)
☐ Regatta (\$15)
 (championship yacht racing)
☐ Title Bout (\$15)
 (stat game of pro boxing)

- ☐ NBA Basketball (\$15)
 (authentic statistical replay game)
☐ Superstar Baseball (\$12)
 (96 greatest players of all time)
☐ Challenge Golf (\$12)
 (replay famous Pebble Beach)
☐ Bowl Bound (\$12)
 (pits 32 best all-time college teams)
☐ Go for the Green (\$12)
 (conquer world's toughest 18 holes)
☐ Complete Sports Game Catalog
 in full color (50¢)

ALL-STAR REPLAY quarterly magazine
☐ one year subscription (\$5)
☐ two year subscription (\$9)
FREE with purchase of two or more games!

Avalon Hill/Sports Illustrated GAMES FOR ALL SEASONS

- ☐ **FREE** full-year subscription to **ALL-STAR REPLAY** magazine (or extension of current subscription) with mail-order purchase of two or more games.

Mail to: **The Avalon Hill Game Company**
 Dept. PF, 4517 Harford Road, Baltimore, Md. 21214

Send me the items ordered.

I enclose an additional 10% for postage and handling.

Name _____ Date _____

Address _____

City _____ State _____ Zip _____

☐ Check or money order enclosed to: **The Avalon Hill Game Company**

Bill: ☐ AMEXCO ☐ MASTER CHARGE ☐ VISA

Expiration Date _____ Account No. _____

Signature _____

Street & Smith's Official Yearbook



Football

We're sure this 176-page Pro Football Yearbook is more complete, more informative and more exciting than any other available. Our associate editors write with the authority to make it so.

If you want the same thing on College football, pick up a copy of Street & Smith's College Football Yearbook. It's complete, up to date and is on sale—now.

Editor

Sam E. Andre

Associate

Gerard Kavanagh

Associate Editors

Larry Felser

Don Pierson

Rick Matsumoto

Art and Production

Ronald Vaden

**STREET and SMITH'S
184-PAGE
COLLEGE
FOOTBALL
YEARBOOK
IS ON SALE NOW**

Address of:

College & Pro Football Yearbooks
and Baseball Yearbook
304 East 45th St.
New York, N.Y. 10017

Street and Smith's
Official Yearbook
BASEBALL
on sale March 13
Street and Smith's
Official Yearbook
COLLEGE FOOTBALL
on sale July 10
Street and Smith's
Official Yearbook
PRO FOOTBALL
on sale August 7
Street and Smith's
Official Yearbook
BASKETBALL
on sale October 23

Advertising Manager

Geraldine I. Prasiotis

CONTENTS

	PAGE
PRO FOOTBALL: TOO ROUGHBy Larry Felser	4
CAN '79 BE THIS WILD?By Don Pierson	8
NFL American ConferenceBy Larry Felser	12
Central Division <i>Buffalo News</i>	
PITTSBURGH STEELERS	18
HOUSTON OILERS	22
CINCINNATI BENGALS	26
CLEVELAND BROWNS	30
Eastern Division	
NEW ENGLAND PATRIOTS	36
MIAMI DOLPHINS	40
BUFFALO BILLS	44
NEW YORK JETS	50
BALTIMORE COLTS	54
Western Division	
SAN DIEGO CHARGERS	58
DENVER BRONCOS	62
OAKLAND RAIDERS	66
SEATTLE SEAHAWKS	70
KANSAS CITY CHIEFS	74
SUPER BOWL, AFC, NFC Title-Game Statistics	78
NFL National ConferenceBy Don Pierson	82
Eastern Division <i>Chicago Tribune</i>	
DALLAS COWBOYS	86
PHILADELPHIA EAGLES	90
ST. LOUIS CARDINALS	94
WASHINGTON REDSKINS	98
NEW YORK GIANTS	102
Central Division	
DETROIT LIONS	106
GREEN BAY PACKERS	110
MINNESOTA VIKINGS	116
CHICAGO BEARS	120
TAMPA BAY BUCCANEERS	124
Western Division	
LOS ANGELES RAMS	128
ATLANTA FALCONS	132
NEW ORLEANS SAINTS	136
SAN FRANCISCO 49ers	140
PRO HALL OF FAME RANKINGS	146
COMPLETE 1979 NFL SCHEDULE	150
CANADIAN FOOTBALL LEAGUEBy Rick Matsumoto	152
<i>Toronto Star</i>	
New American Imports	165
OFFICIAL 1978 NFC RECORDS	166
OFFICIAL 1978 AFC RECORDS	170

COPYRIGHT © 1979 BY THE CONDE NAST PUBLICATIONS INC. ALL RIGHTS RESERVED. PRINTED IN THE UNITED STATES OF AMERICA
STREET & SMITH'S COLLEGE FOOTBALL YEARBOOK IS PUBLISHED BY THE CONDE NAST PUBLICATIONS INC. ONE OF FOUR STREET & SMITH'S
OFFICIAL YEARBOOKS, PUBLISHED EACH YEAR: BASEBALL IN MARCH; COLLEGE FOOTBALL IN JULY; PRO FOOTBALL IN AUGUST; AND
BASKETBALL IN OCTOBER; EDITORIAL OFFICES FOR STREET AND SMITH'S FOOTBALL YEARBOOK: 304 EAST 45TH STREET, NEW YORK, N.Y.
10017. EXECUTIVE AND PUBLISHING OFFICES: CONDE NAST BUILDING, 350 MADISON AVE., NEW YORK, N.Y. 10017. S. I. NEWHOUSE JR.,
CHAIRMAN; ROBERT J. LAPHAM, PRESIDENT; FRED C. THORMANN, SECRETARY-TREASURER. SINGLE COPIES: IN U.S. POSSESSIONS AND CANADA,
\$1.95. WE CANNOT ACCEPT RESPONSIBILITY FOR UNSOLICITED MANUSCRIPTS OR ART WORK. ANY MATERIAL SUBMITTED MUST INCLUDE
RETURN POSTAGE. ISSN 0092-3214

★ PASSING
★ KICKING ★ RUNNING
★ DEFENSE ★ COACHING

FOOTBALL FANATICAL OR JUST FOOTBALL INTERESTED...

Youngster or
adult...we have a
game for you!

STRAT-O-MATIC PRO FOOTBALL

STRAT-O-MATIC
PRO FOOTBALL
RUNNING ★ PASSING ★ KICKING ★ DEFENSE ★ COACHING

4-3-, 3-4, nickel defense, or whatever, if that's your bag, Strat-O-Matic is for you. Yes, you can actually set up these and countless other defenses to battle pro football's varied offense formations including full house backfield, 3 wide receiver or 2 tight end alignments. Strat-O-Matic actually combines unbelievable coaching strategy with the amazing talents of 1000 NFL football players who perform according to their actual abilities. Both the stars and second stringers from all 26 NFL teams will pass, run, kick and play defense for you.

Each player's strengths and weaknesses are measured in STRAT-O-MATIC. For example, Jim Hart may have just an adequate pass completion percentage but he will most likely be among the most effective long passing quarterbacks. Oakland's Mark van Eeghen may not be an outside running threat, but few runners match his ability to pick up the "tough inside yardage." Several receivers are superior to Steve Largent of Seattle "in going

deep for the bomb," but few equal his ability in catching medium and short passes. The Cleveland Browns, led by a respectable front four backed up by solid linebackers will be difficult to run against but will struggle against the pass. Of course, the Dallas Cowboys defense led by Harvey Martin will be impossible to run against and the pass rush in one word...devastating.

STRAT-O-MATIC IS 2 GAMES IN ONE

Coaching, individual player abilities and team concept are all blended into one electrifying creation—STRAT-O-MATIC ADVANCED FOOTBALL. BUT IF YOU PREFER A MUCH SIMPLER GAME WITH JUST PLAYER ABILITIES INVOLVED AND A MINIMAL AMOUNT OF STRATEGY—OUR BASIC VERSION IS FOR YOU. There is no need to purchase either version separately as all game parts and instructions for both versions are included in our famous football game.

FANS RAVE:

HERE ARE JUST A FEW OF THE HUNDREDS OF LETTERS WE RECEIVE EVERY WEEK, FROM FANS OF ALL AGES AND FROM COAST-TO-COAST.

My roommates in my apartment at Michigan University are wild about the game and are pitching in four ways to buy it.

J.C., Ann Arbor, Michigan

My grandson, who's 10, spends ¾ of his time at his friend's house playing the game. Being a grandmother, it is surprising to me the strong desire this child has for the game.

J.M., Scranton, Penna.

Your game is the best investment I ever made. The game is great.

S.I., Bellmore, N.Y.

It's just great. The passing, running and kicking are exactly right.

M.K., New York, N.Y.

It is the greatest game on the market. The advanced version does just about everything but sell popcorn. For an avid football fan, your game introduces a new dimension that makes watching the pros that much more enjoyable.

R.G., Brooklyn, N.Y.

STRAT-O-MATIC FOOTBALL GAME CO., Inc. 46 Railroad Plaza, Glen Head, New York 11545

Get The Entire Story.
Mail coupon for a colorful
FREE brochure containing
complete information
and FREE SAMPLES. Today!
Offer limited. Don't Delay.
Write today while supply
still lasts!

STRAT-O-MATIC GAME CO., Inc. Dept. 311
46 Railroad Plaza, Glen Head, New York, N.Y. 11545

Send exciting FREE Strat-O-Matic game offer and samples. I enclose 15 cents in coin or stamps to cover postage and handling.

Name
Address
City
State Zip

☐ Send me also a free College Football offer possibly to be mailed separately at a later date. I enclose an additional 15 cents.

PRO FOOTBALL: TOO ROUGH

By
Larry Felser

It was a play which is seen a couple of times in almost every professional football game played these days.

The quarterback sets up to pass. The wide receiver feints a move downfield, then cuts sharply toward the center of the field, in the congested area which all players recognize as "no man's land."

The quarterback releases the ball as the receiver makes his cut, but the pass arrives off target. It's an incompleteness.

But the defensive back makes his hit, anyway. It's a "just-in-case" hit, the "way the game is played."

Except on Aug. 12 of last season, the scenario had a little different twist; a sickening, terrible twist.

The wide receiver was Darryl Stingley of the New England Patriots. The ball was overthrown, causing Stingley to reach for it, leaving himself completely unprotected.

The defensive back was Jack Tatum, free safety for the Oakland Raiders and one of the most feared hitters in the National

Football League. Making thunderous contact with unprotected receivers who have the temerity to run pass routes in Oakland's "no-man's land" is part of Tatum's style.

The sickening twist was that Stingley didn't get up after the hit.

He was removed from Oakland-Alameda County Coliseum by stretcher. At Eden Hospital, in Castro Valley, Calif., they found he had suffered a broken neck. He was paralyzed.

Six months later, transferred to the Rehabilitation Institute of Chicago in his hometown, Stingley began the excruciating painful fight to regain use of his hands. He may never leave his wheelchair.

No one accused Tatum of a cheap shot. No one suggested he intentionally injured an opponent or did anything illegal.

What came under fire was "the way the game is played."

The incident raised a troubling question: "Is Football Getting Too Rough?"

Ironically, the injury to Stingley

occurred in the midst of a provocative, three-part series on brutality in football published by Sports Illustrated magazine.

The Stingley incident served as a grim illustration.

The series zeroed in on some of the more distasteful aspects of modern football—spear tackling, helmet blocking, chop blocking, intimidation, gang tackling beyond the call of duty, taunting, etc.

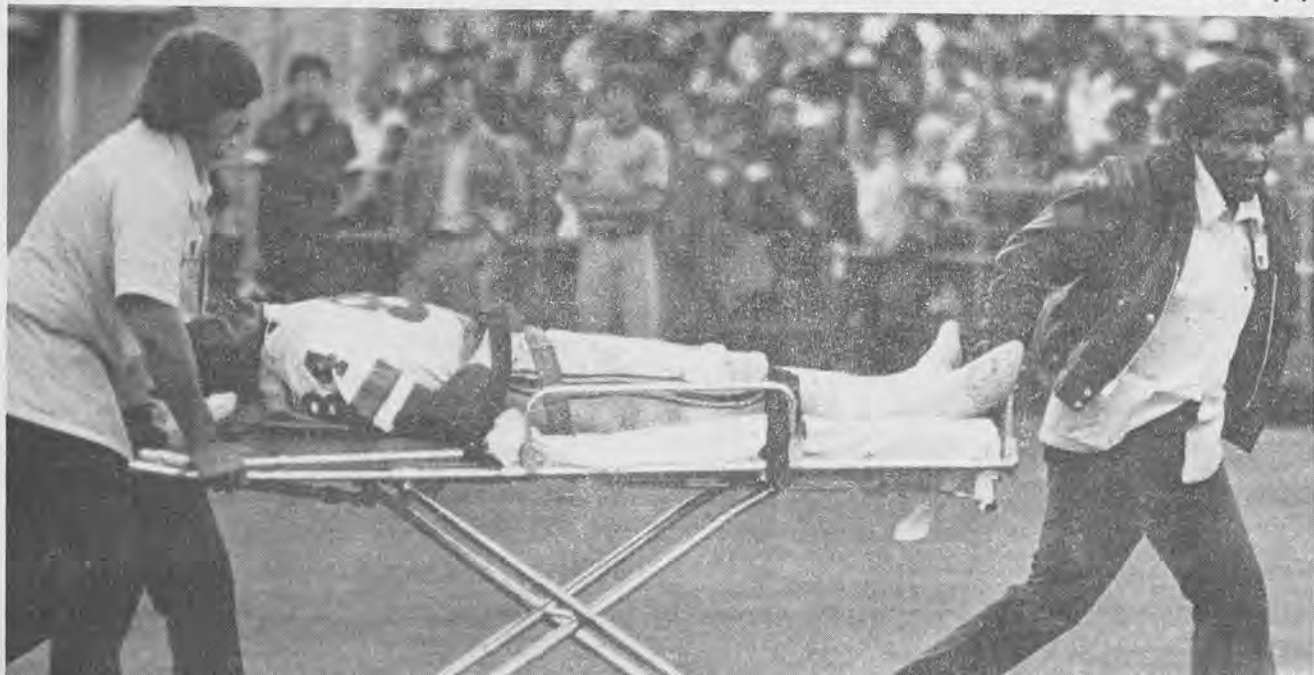
The incident sobered pro football—for a while. There were second thoughts about where the physical aspects of the game had gone, a little soul searching, a lot of words.

But in the end, the Stingley incident was, if not entirely forgotten—put on the backburner. That was possible because the game was an exhibition, a Saturday night contest on the West Coast. The outcry, which probably would have occurred if the game was on national television, never was heard.

So the battering continued.

The scene shifts: It is Sunday, Jan. 7, in Pittsburgh's Three

DARRYL STINGLEY, Patriots wide receiver being wheeled to ambulance, is confined to wheelchair after 1978 injury.





MIKE BARBER, holding injured knee, says he was victim of cheap shot by Pittsburgh in AFC championship game.

Rivers Stadium, the Pittsburgh Steelers vs. the Houston Oilers in the American Conference championship game.

The Steelers are leading, 14-0, after one quarter. On the first play of the second period, Mike Barber, the Houston tight end, runs a pattern similar to the fateful one executed by Darryl Stingley.

Barber is vital to the Oiler's chances of getting back into contention. He was one of the principal players in the Oilers' upset victory over New England in the second round of the playoffs, the week before, catching five passes for 83 yards and two killer touchdowns.

This pass, like the one aimed at Stingley, is overthrown. Barber's body is out-stretched, unprotected as he reaches for the ball. What seems like seconds after the pass is clearly incomplete, Steeler safety Mike Wagner dives into the picture.

Wagner's shoulder connects forcefully into Barber's knee. The tight end is cartwheeled into the air. After he lands, he grasps the knee in obvious pain. When he arises, he is furious. Barber has undergone knee surgery three times, twice on the left knee with which Wagner collided.

As he is helped from the field, never to return that day, Barber

points his finger at Wagner accusingly. During the game, he rages from the sidelines at Wagner.

In the dressing room, after the game, Barber says he'll appeal to Pete Rozelle, the NFL commissioner, to get Wagner banned from the Super Bowl.

Wagner didn't get suspended. He wasn't even penalized. The NFL quickly absolved him.

The official reaction:

"There was no penalty called on the play and on the basis of observations of the league officials, who attended the game, none appeared to be called for. There doesn't appear to be any cause for disciplinary action.

"His coach (Bum Phillips) also seemed to think the hit was part of the game."

"Part of the game." There was that phrase again.

Funny, but a month later, given plenty of time to think about it and recovered from the knee injury without surgery, Barber didn't think it was part of the game.

"I still say what Wagner did was a cheap shot," wrote Barber in a guest column in the Houston Chronicle. "The difference between now and when it happened is that I don't say it in anger any more. . . . I don't intend to let it slide, but I don't intend to let it take my game away either.

"I look at film all the time, from all angles, and I've never seen (happen) what he said might happen. He claimed he was going low to protect himself from me, I've never seen a defensive back have to do that.

"I don't think he wanted to tear my knee up. I think he could have avoided me, though. He hurt me worse than I've ever been hurt."

Barber isn't letting it go at that. If that is "the way the game is played," he intends to play his share of it, too. How? By the vigilante method used in pro football today to compensate those gaps in the rules which allow such incidents.

"I still intend to get Wagner back," he wrote. "I've got a grudge. It's not a feeling to destroy him or take away his career. Just to put an honest block on him, to give him my cleanest and best lick. He ought to be able to drink to that."

In the NFL today, you better drink to that, because "That is the way the game is played."

Four years ago, Lynn Swann, the Steelers' great wide receiver, publicly admitted before the Super Bowl game against Dallas that he was seriously thinking of not playing because of the concussion he received when the Oakland Raiders used their in-



MIKE WAGNER (23), JACK HAM (59) and JACK LAMBERT, all hard hitting Pittsburgh Steelers, pursue unlucky enemy running back in 1978.

DOUG PLANK, Chicago safety, set to stop Dallas' BOB NEWHOUSE.



timidating tactics on him in the secondary.

Swann played the game and starred. But Dallas wide receiver Golden Richards had his ribs broken by Steeler defensive back Glen Edwards and Jack Lambert, the Steelers' carnivorous middle linebacker, won a mid-field wrestling match from Dallas tough guy Cliff Harris.

"We are the great intimidators," crowed Lambert, after the game.

There were no penalties on either play.

No one shed tears for Harris, either. Cliff once outlined his philosophy of playing safety: "If you have a chance to go for the interception or the hit, go for the hit. It makes a more lasting impression."

Most of the savage hitters in the NFL play safety or linebacker. There are linemen who have reputations as colossal hitters—blockers such as John Hannah and Leon Gray of New England, Joe

DeLamielleure of Buffalo and Bob Kuechenberg of Miami; defenders such as Randy White and Harvey Martin of Dallas, Joe Greene of Pittsburgh, Lee Roy Selmon of Tampa Bay and Jack Youngblood of the Los Angeles Rams.

White, who played linebacker when he first turned pro, explains the difference.

"Linebackers and safeties get a running start at the ball carriers and pass catchers that linemen don't get," says White.

Tatum refines it.

"To be a good safety, you have to be smart and something of a maniac. Hitting a receiver from behind, the momentum's all with you. It's bound to hurt him more than it hurts you. But that's the penalty for catching a pass."

That's what the coaches tell their defenders when they teach pass coverage: "Make him pay the price."

One of those who extracts some of the highest prices in the NFL

STREET AND SMITH'S PRO FOOTBALL

is Doug Plank, a Chicago Bears' safety. Plank is considered by many opponents as one of the league's ranking cheap-shot artists, but his self evaluation is that "I'm an excellent example of a player who plays within the rules."

But he will also tell, with relish, stories of how he blind sides opponents. He isn't alone. Lambert admits that "some of my best hits are when the other guys aren't looking."

There is also a way of extracting a price, even when the other guys are looking as long as the other guys are quarterbacks.

Before last season even started, three of the best quarterbacks in the NFL—Miami's Bob Griese, Baltimore's Bert Jones and Cincinnati's Ken Anderson—were on the injured list as a result of being hurt in exhibition games.

Before the season finished, four other NFL starters, Richard Todd of the New York Jets, Brian Sipe of Cleveland, David Whitehurst of Green Bay and rookie flash Doug Williams of Tampa Bay went down with injuries.

Minnesota's heir-apparent to Fran Tarkenton, young Tom Kramer, was injured when Jim Youngblood of the Los Angeles Rams slammed him to the ground.

Some of the best coaches in the NFL were growing uneasy over "the way the game is played."

"If we can require that a rushing defensive player has to pull up rather than make contact with a kicker who has gotten his punt off, why can't we require the same thing of a defensive player who is rushing the passer" asked John Madden, the former Oakland coach.

Madden's logic also can be extended to the intimidators in the secondary.

"I found myself easing up on tackles a few times," admitted Tatum, when asked what effect the Stingley incident had on him psychologically.

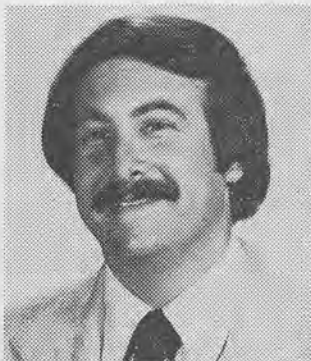
"It's about time Tatum started easing up," said Russ Francis, the New England tight end. "What he did to Darryl was not intentional, it was not a cheap shot, but it was unnecessary."

(Continued on page 149)

Confused by countless ads??

Ask yourself why Danny Sheridan has been the **only** Football Prognosticator
honest and accurate enough
to appear on Network Television every year.

The reason for all of Danny's National Publicity is his uncanny ability to accurately predict the outcomes of College & Pro Football games. From 1964 through 1978 Danny's winning percentage versus the points spread has averaged an incredible 70%+. This includes his fantastic **15 year Post Season record** (vs. spread) where he has correctly picked 82 of 107 College Bowl games (76%), 57 of 70 Pro Playoff games (80%), and 10 of 12 Super Bowl games.



During the **1978 Football Season** Danny's weekly Newsletter **won 15 of 18 weekends** versus the spread or 85% of the time (15 of 18 = 85%). Danny averaged over **76%** against the spread in **all** of his College & Pro picks during his 15 winning weekends, which obviously was very **financially rewarding** to his clients. Some highlights of last season were: Danny's 1978 Newsletter won versus the spread in **every** month; September, October, November & December including sweeping the months of **October & November** (9 weeks, 9-0) without a losing weekend versus the spread! During the 16 weekend regular Season, Danny's Newsletter had **thirteen (13) 100% Saturday/Sundays** (9 Pro, 4 College) versus the spread. Plus Danny only lost **10 Pro games** (vs. spread) during the **16 week** Pro Schedule, in what has been called the most unpredictable year in Pro Football!!

Like last Football Season, Danny's 1979 Football Newsletter will consist of his weekly opinion (versus the Las Vegas spread) on 2-6 College games and 2-4 Pro games. In case you missed it, Danny was on **NBC's TOMORROW SHOW**, hosted by Tom Snyder, on Thursday Night **October 19, 1978**, where he was asked to pick his 5 top Pro games vs. spread for that weekend. He responded in front of a National TV audience by correctly predicting 4 of 5 (80% vs. spread), including outright upset winners NY Giants over Washington & Kansas City over Cleveland! Danny also astonished a National TV audience with his accuracy 3 years ago on **NBC's TOMORROW SHOW (Oct. 14, 1975)** by picking 6 of 7 of his top picks (86%) correctly (vs. spread) plus 17 of 19 that same weekend versus the spread (89%) (results announced by Tom Snyder on October 20, 1975 & October 23, 1978, which was after each of Danny's successful appearances).

During the 1977 Football Season, Danny was the **ONLY** Football Prognosticator to be featured weekly on Network TV. During the 1977 season, **NBC** used a robot named "Statz". **CBS** had Jimmy The Greek who mostly analyzed games - not predict them, but **ABC's GOOD MORNING SHOW** hosted by David Hartman, had Danny on **every Friday** predicting College & Pro football weekend games from October 7 - December 26, 1977. On the **ABC-TV SHOW**

Danny averaged an unbelievable **66%** winning average and that was while picking mostly upsets (results announced on the air Dec. 26, 1977). Plus on the **ABC-TV National Show**, Danny picked every Monday Night Pro game correctly (vs. spread) and also predicted **7 winners out of 8** (vs. spread) during the **Big 1977 Thanksgiving Weekend games** for a National audience! During last years big **Thanksgiving Weekend** (Nov. 23-27, 1978), Danny's Newsletter was a sensational **75%** against the points spread.

Space does not permit the listing of every National TV & Radio Show or every major Newspaper & Magazine article that featured **Danny's accuracy** in 1975, 1976, 1977 & 1978, but if you would like them please call or write our office. Besides **ABC & NBC-TV**, some are: Los Angeles Times, New York Times, Esquire Magazine, Football News, Sports Illustrated, Pro Football Weekly, Penthouse, etc.

There was a thorough objective research done on the fraudulent practices of many football touts entitled "**Tips on Touts**", which appeared in the December 1977 issue of **ESQUIRE MAGAZINE** on page 198. The article points out that "unlike Danny Sheridan, some (touts) appear to be either flat-out crooks, slightly shady types, or terrible liars." The article was written by Lawrence Linderman, a Nationally known writer who has recently done several of the main interviews for **PLAYBOY & PENTHOUSE**, and who is well respected among his peers. For a copy of this objective article "Tips on Touts", write or call our office. It could save you money, as the author suggests.

Don't miss out on any more winning seasons! Mail this coupon, your cashier's check, money order or western union wire today, and experience what it's like to be a **winner**. You'll **love** every minute of it, and you won't need to know much about Football -- Just **Danny Sheridan**.

My publication **IS NOT** and **WILL NOT** be available on the newsstands. Please send the following:

<input type="checkbox"/> College Season	\$300	(All services include Special Delivery)
<input type="checkbox"/> Pro Season	\$325	
<input type="checkbox"/> Both Combined	\$450	
<input type="checkbox"/> College Bowls	\$175	(Prices good until August 31, 1979)
<input type="checkbox"/> Pro Playoffs	\$175	
<input type="checkbox"/> Super Bowl	\$ 50	
<input type="checkbox"/> All of the above	\$600	

Phone 205-476-1122

Send **ONLY**
Cashier's Check or
Money Order to:

SHERIDAN SPECIALS --SSP
P.O. Box 2122
Mobile, AL 36601

Name _____

Address _____

City _____ State _____ Zip _____

Phone Number _____

CAN '79 BE THIS WILD?

By Don Pierson

It was the year George Allen was fired for being too secretive and cheerleaders were fired for not being secretive enough and an offensive coordinator was fired for being uncoordinated.

It was the year of the 30-yard fumble and "Big Ben Right" and a bartender who kicked the Atlanta Falcons into the playoffs.

Allen never made it past the starting gates of the 1978 National Football League season. He was accused of holding his Rams coaching meetings at half staff. He invited his former Redskins aids and kept former Rams aids in the hall. Carroll Rosenbloom, late Rams' owner, thought this was strange.

Turns out it wasn't half as strange as the rest of the 1978 season. Allen had the right idea. After what happened in 1978, who can anyone trust?

How can the 1979 season follow that act? Pete Rozelle ought to give everyone a year off and show reruns. The scriptwriters will need at least a year to meditate before attempting a sequel to 1978.

It was the year of the first 16-game season. So remembering that, here are 16 games to remember and suggestions for 1979:

GAME ONE

SAN DIEGO, Sept. 10—The Oakland Raiders, trailing the San Diego Chargers 20-14, were on the Charger 14-yard line with 10 seconds left and no timeouts. Raider quarterback Ken Stabler rolled to his right and was grabbed by Charger linebacker Woodrow Lowe. As Stabler was falling, he bowled the football along the ground.

"We had no timeouts," Stabler said. "If I get sacked, the game's over. In a situation like that, you just fling the ball and hope something happens to it. I tried to

fumble; I know damn well I fumbled."

In Rule 8, Section 4, Article 2, it states under "exceptions": "If a runner intentionally fumbles forward, it is a forward pass." With the ball now rolling near the 20-yard line, Raider running back Pete Banaszak batted it toward the goal line.

"If I fall on it, the game's over," said Banaszak. "I just batted it."

In Rule 12, Section 2, Article 17, it states: "A player may not bat or punch: (a) a loose ball (in field of play) toward an opponent's goal line."

Now, Raider tight end Dave Casper had a shot at the ball at about the 3-yard line.

"I tried to pick it up first and then I saw the fat line (goal line) and I fell on it," said Casper.

Raiders win 21-14.

Charger owner Gene Klein wanted a forfeit. Instead, NFL owners added still another rule to make sure none of this tomfoolery would occur in 1979. They wrote: "A fourth down fumble anywhere may be advanced only by the player who fumbled the ball. Any fumble on any down after the two-minute warning of a half can be advanced only by the player who fumbled the ball."

There. Perfectly clear. Just another rule, another section, another article for referees to forget.

Suggestion: Add an eighth official with a wagon to haul around the ever-growing rulebook.

GAME TWO

EAST RUTHERFORD, N.J., Nov. 19—The New York Giants led the Philadelphia Eagles 17-12 and had the ball at their own 29 with 28 seconds to play.

All quarterback Joe Pisarcik had to do was fall on the ball and the game was over. Too dull. It's

been done too many times before, offensive coordinator Bob Gibson must have thought. He sent in a play called Pro 65 Up, requiring Pisarcik to spin and hand off to fullback Larry Csonka.

Although his teammates tried to talk Pisarcik out of such nonsense in the huddle, Pisarcik did his duty. Nervously.

He never had control, the hand-off never was completed, the ball hit Csonka's hip and Philadelphia's Herman Edwards picked it up and ran 26 yards into the end zone. Giants lose 19-17.

Gibson was fired the next day.

Head Coach John McVay was fired the next month.

Pisarcik probably will be replaced by rookie Phil Simms this year.

Suggestion: Add a rule making it illegal to fall on the ball in the last two minutes. The NFL needs more excitement like this. As Giants' defensive tackle Gary Jeter said: "I would hope that some day a team runs that play against us in that situation."

GAME THREE

KANSAS CITY, Nov. 19—This one got ignored, because it happened on the same day as the fiasco in New York, and New York fiascos always take precedence over Kansas City fiascos.

The Chiefs were behind 13-10 but they had the ball at the Seattle Seahawks' 1-yard line with 15 seconds to play. Time to throw one pass and then set up for the easy 18-yard field goal to tie. Wrong. Quarterback Mike Livingston called a sweep and Tony Reed fumbled, Seattle recovered, and the game was over.

"I was really surprised they ran," said Seattle linebacker Terry Beeson.

Chiefs' Coach Marv Levy wouldn't criticize Livingston after he had slowly cooled down



HERMAN EDWARDS (46) of Eagles is about to scoop up famed Giants fumble and race for touchdown.

from a post-game tantrum.

Suggestion: Outlaw running in the last two minutes.

GAME FOUR

CHICAGO, Nov. 5—The Chicago Bears, trailing Seattle 31-22, scored a touchdown with 35 seconds left, pulling to within two points. In his ecstasy, Chicago tackle Lionel Antoine took the ball into the end zone, tapped Seattle linebacker Terry Beeson on the shoulder, and delivered an "In Your Face Disgrace" spike at Beeson's feet.

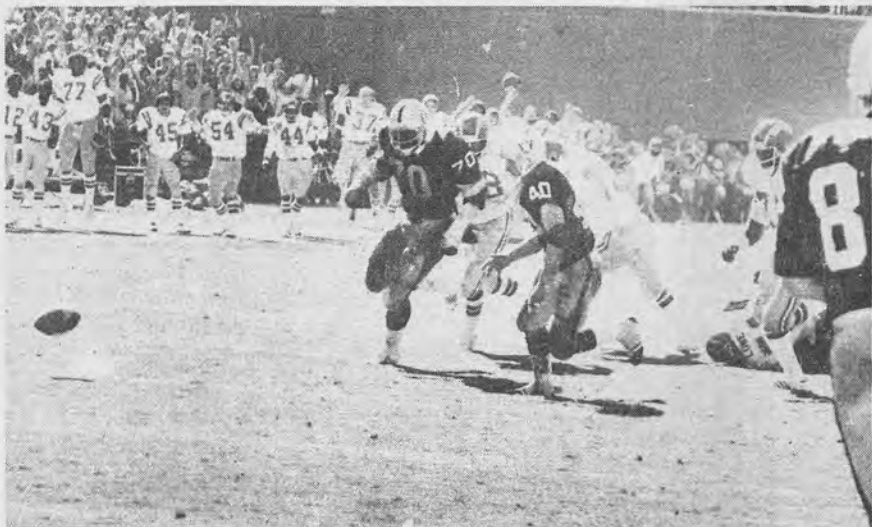
This drew a 15-yard taunting penalty assessed on the kickoff. The Bears recovered their onside kick, but time ran out approximately 15 yards short of field goal range.

Suggestion: Make the spiked taunt legal in the last two minutes. As Lionel Antoine says, "They're trying to take emotion out of the game."

GAME FIVE

FOXBORO, MASS. Sept. 3—The Washington Redskins beat the New England Patriots 16-14,

DAVE CASPER (87) catches up with ball on 5-yard line and tallies highly-controversial TD, helping Raiders to 21-20 win over San Diego.





STEVE BARTKOWSKI, Atlanta QB, after losing starting job at the start of last season, regained it and provided some last minute heroics in tossing touchdown passes in 2 wild victories over New Orleans.



STEVE GROGAN, New England QB, was member of losing team in two wild games last season, once where Redskins seemed to know the Pats every move, the other a seesaw 4th quarter dazzler against the Colts.

scoring the winning touchdown on a 31-yard run by linebacker Brad Dusek after Patriots' running back Horace Ivory fumbled with 2:40 to play.

After the game, Patriot quarterback Steve Grogan said, "They did a heck of a job stopping us. They just seemed to know what we were going to do before we did it."

A few days later, CBS sportscaster Paul Hornung reported the Redskins "had worked out the day before the game and found New England's game plan in the locker room. If you've got your opponent's game plan a day ahead of time, you're in business."

True, if it's true. Actually, the Redskins didn't work out in Foxboro the day before the game. Redskin linebacker Pete Wysocki found not a game plan, but a "short list" of offensive plays New England probably would use in certain situations.

"It was a scratchy piece of paper we found an hour before the kickoff that was all but useless to us," said Redskins Coach Jack Pardee. "We don't know

their terminology or anything else. It gave no situations, no first-and-10, second-and-short. It was just a scratchy paper full of numbers and with us not knowing the code..."

Patriot Owner Billy Sullivan wanted the NFL to investigate, but later decided, "Our feeling is that Ivory's fumble certainly wasn't in the game plan."

Suggestion: Outlaw scratchy pieces of paper.

GAME SIX

NEW ORLEANS, Nov. 12—The Atlanta Falcons, trailing the New Orleans Saints 17-13 with less than 20 seconds left, had the ball on their own 43-yard line. They called "Big Ben Right," a play that is used when time is ticking away and you need a pass with a prayer. "Big Ben Left" had worked just before halftime, but officials ruled that Steve Bartkowski's tipped pass had touched the ground before Alfred Jackson caught it.

This time, Bartkowski heaved the ball toward Wallace Francis and a group of defenders, who batted it as planned by Atlanta

into the hands of Jackson, who ran for a touchdown. Atlanta wins 20-17.

GAME SEVEN

ATLANTA, Nov. 26—The Atlanta Falcons, trailing the New Orleans Saints 17-13 with less than 20 seconds left, had the ball in Saints' territory. Steve Bartkowski threw into the end zone for Dennis Pearson, who said he didn't feel what an official saw New Orleans' Maurice Spencer do—interfere. With the ball on the one, Bartkowski passed to Jim Mitchell for a touchdown. Atlanta wins 20-17.

GAME EIGHT

SAN FRANCISCO, Oct. 22—Atlanta Falcons' placekicker Tim Mazzetti, hired two weeks earlier out of Smokey Joe's bar in Philadelphia where he was tending bar, kicked a 29-yard field goal against the San Francisco 49ers with one second left. Atlanta wins 20-17.

GAME NINE

ATLANTA, Dec. 10—Mazzetti kicks a 32-yard field goal against the Washington Redskins with no time left. Atlanta wins 20-17.

Suggestion (games six through nine): Outlaw 20-17 scores. Also, make it mandatory for every team to carry one bartender on its roster. The Saints got the idea. They hired a bartender, Mark Meseroll, to play tackle.

GAME 10

OAKLAND, Oct. 29—The San Diego Chargers gained revenge against the Oakland Raiders for the illegal forward fumble by beating them 27-23 on a 29-yard pass from Dan Fouts to Greg McCrary with 52 second left.

Later replays showed McCrary stepped out of bounds. True revenge.

Suggestion: Outlaw the last two minutes in Charger-Raider games.

GAME 11

SAN DIEGO, Nov. 12—The San Diego Chargers and Kansas City Chiefs were in overtime 23-23 and the Chargers had the ball at the Chiefs' 14-yard line with

(Continued on page 133)



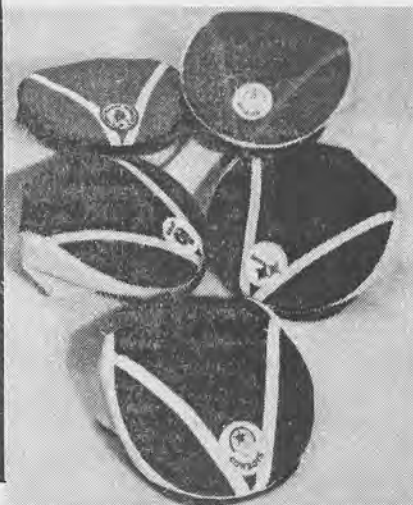
EQUINOX WITHOUT SONS

THE MARKETPLACE FOR THE PROFESSIONAL SPORTS FAN
Charge Card Orders Phone 312-764-9661 (24 hrs a day) 365 days a year

BOYS' and MENS' NFL SUN VISOR [A]



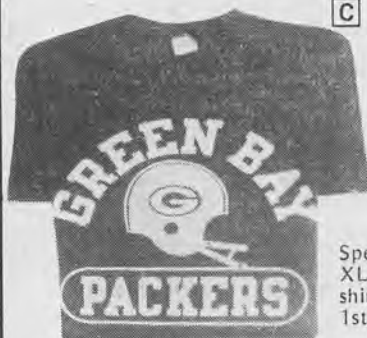
Root for your favorite football team all year long with this quality team visor! Fine dacron/cotton fabric in the authentic colors of all 28 NFL teams. NFL team helmet insignia in center of visor with contrasting braid trim, comfort sweat band, adjustable back strap easily adapts to fit all head sizes. \$3.99 + .95¢ P & H per visor. Please specify teams desired.



EQUINOX

[B] "Rooter Cap"

You'll go to the head of the class with this class of the head quality cap just recently licensed by the NFL. This is the perfect cap for all occasions. Made of a fine 100% texturized polyester warp knit fabric with foam backed top for comfort - victory stripe trim in all of the 28 team color combinations. Swiss embroidered NFL team emblem sewn on top front of cap foam backed comfort sweat band, snap visor - matching adjustable back strap easily will fit all head sizes. \$7.49 + .95¢ UPS per cap. Please specify teams desired.



[C] NFL Logo Insignia T-Shirts

Quality 100% cotton solid colored t-shirt available in your choice of all 28 NFL teams. This is a multi-colored silk-screened shirt guaranteed not to peel, fade or wear out.

Specify teams and S, M, L, XL. \$7.99 + .95¢ UPS per shirt. In-stock as of September 1st.

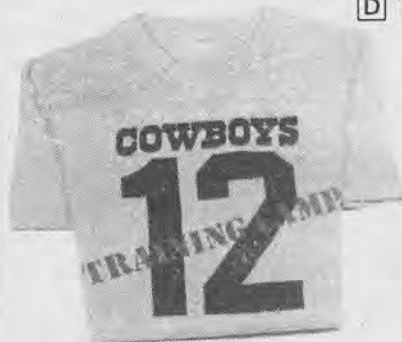


[G] Multi-Colored Action Runner T-Shirts

A 50-50 blend with quality design depicting the runner as shown in the official colors of your favorite NFL team. See list of available teams under 'Training Camp Jersey' copy.

Specify teams and S, M, L, XL. Sleeve and neck trim in contrasting colors. \$6.99 + .95¢ UPS per shirt. Shirt is white with team colors.

OTHER ITEMS AVAILABLE ON PAGE 101



[D] Training Camp Jerseys

In-stock as of October 1st. The original heather gray locker room look is back in a totally new way. This stylish jersey, a 50-50 blend is available in these 12 NFL teams: Broncos, Colts, Cowboys, Dolphins, Oilers, Packers, Patriots, Raiders, Rams, Seahawks, Steelers, Vikings. Shirts are pre-numbered and all of the design is silk-screened. Specify teams and S, M, L, XL. \$7.99 + .95¢ UPS per jersey.



[E] Training Camp Shorts

100% cotton twill shorts are coordinated to be worn with the 'training camp jersey' above. Available in all four adult sizes and for the same twelve teams as above. In-stock as of October 1st. \$6.99 + .95¢ UPS per pair. Specify teams and sizes.

[F] EQUINOX COMBO

Training camp jersey and training camp shorts as a set is yours for just \$14.99 ppd - (we'll pay shipping). Please specify teams for each style as well as sizes.

EQUINOX, Dept. 120, 6978 North Clark Street, Chicago, Illinois 60626
Enclosed is my check for \$ _____ to cover costs and shipping for the items listed below (please specify item letters, sizes and team names.)

ITEM LETTER	SIZE(S)	TEAM NAME	ITEM LETTER	SIZE(S)	TEAM NAME

Name _____

Address _____

City _____ State _____ Zip _____

Ill. residents add 5% sales tax. Canadian orders include additional \$1.00 to cover costs. Foreign orders please remit in U.S. funds and include extra \$2.00. For domestic 1st class—add \$2.00 per order.

Dealer Inquiries Invited

All other P & H and UPS costs are per item.
Guaranteed fast and personalized delivery.
BankAmericard/Visa, Master Charge, Diners Club

WE HONOR



NFL AMERICAN CONFERENCE

AFC ON TOP AS STEELERS PURSUE UNPRECEDENTED FOURTH SUPER BOWL VICTORY

PREDICTIONS

Central Division

1. Pittsburgh
2. Houston
3. Cincinnati
4. Cleveland

Eastern Division

1. New England
2. Miami
3. Buffalo
4. New York
5. Baltimore

Western Division

1. San Diego
2. Denver
3. Oakland
4. Seattle
5. Kansas City

His interrogator was running on about the intricacies of the Dallas' offense, the slickness of Tony Dorsett's running, the ferocity of the Cowboys' pass rush, the...

Chuck Noll had heard more than he needed to hear.

"May I remind you," said the Pittsburgh Steeler coach, wryly, "that we play some pretty good football teams in the American Conference."

The Steelers put the AFC on top again in the last Super Bowl. After a one-year interruption by the Cowboys, the AFC has that dominating look again.

Pittsburgh's victory was the conference's sixth in the last seven Super Bowls. The count is now 7 of the last 11. Dallas is the only team between the National Conference and total mortification.

It isn't just the Steelers, either.

American Conference teams won 31 of the 52 games the conferences played head-to-head last year. One of the nation's most noted oddsmakers, who works for a legal betting shop in Las Vegas, awarded the Steelers a full point for just playing in the AFC when he established his price before the Super Bowl. A full point means a lot to an oddsmaker.

The competition in the AFC will be just as wild, if not wilder, than it was last year, when New England edged Miami by an eyelash in the East and Denver barely finished ahead of Oakland, Seattle and San Diego in the

West. Pittsburgh pulled away from the field in the Central Conference after an early struggle.

This year, the Steelers look like the class of their division once again.

San Diego, which hasn't been in any sort of a playoff since 1965, is the out-and-out favorite in the West.

New England, which has the talent bulge, is a slight favorite over the Dolphins in the East.

The wild cards? Another scramble. Try Denver and Houston.

If there is one single factor which is characteristic of AFC football, as opposed to that of the National Conference, it's scoring. Of the 14 AFC teams, nine scored 300 points or more last season. In the 14-team NFC, only Dallas and the Los Angeles Rams scored more than 300.

Seven AFC teams out-scored the Rams, champions of the NFC West.

Chuck Knox was rapped for playing conservative football when he coached Los Angeles. Last year, Knox switched to the Buffalo Bills. The Bills, who won only five games, scored only 14 fewer points than the Rams, who won 12.

It's a matter of style. The AFC runs its attacks with more flourish.

The consensus among AFC coaches is for wide-open, hell-for-leather football. Don Coryell, the new San Diego coach, is on record



CHUCK NOLL, Pittsburgh's coach, is seeking another Super Bowl triumph.

as favoring the widening of the field, from the present 53½ yards to 60 yards.

Coryell also would like to see the pros adopt the college rule which says a catch is legal if the receiver keeps even one foot in bounds. In the pros, it's both feet.

The leading exponent of change toward more exciting football is Pittsburgh. Quarterback Terry Bradshaw, the NFL's most valuable player, threw 28 touchdown passes last year.

The AFC also has the team to watch in 1979: Coryell's San Diego Chargers.

The Chargers won seven of their last eight games in the second half of the season, after winning only once in the first half. It wasn't until October that owner

By Larry Felser

Buffalo Evening News sports columnist Larry Felser is close to pro football scene and veteran expert analyst.



AFC FINALS 1978

Eastern Division

	W	L	T	Pct.
NEW ENGLAND ..	11	5	0	.688
*Miami	11	5	0	.688
N.Y. Jets	8	8	0	.500
Buffalo	5	11	0	.313
Baltimore	5	11	0	.313

Western Division

	W	L	T	Pct.
DENVER	10	6	0	.625
Oakland	9	7	0	.563
Seattle	9	7	0	.563
San Diego	9	7	0	.563
Kansas City	4	12	0	.250

*Wild Card For Playoff

Central Division

	W	L	T	Pct.
PITTSBURGH	14	2	0	.875
*Houston	10	6	0	.625
Cleveland	8	8	0	.500
Cincinnati	4	12	0	.250

PLAYOFFS

	W	L	T	Pct.
Denver	3	7	0	0-10
Pittsburgh	6	13	0	14-33
Houston	0	21	3	7-31
New England ..	0	0	7	7-14
Houston	0	3	2	0-5
Pittsburgh	14	17	3	0-34

Gene Klein hired Coryell, the former St. Louis Cardinals coach, to replace Tommy Prothro.

San Diego not only scored 355 points, but its defense started maturing late in the season. In three of its last five games, opponents were held to 10 points or less.

The making of the Chargers started with the draft, especially the 1975 draft out of which the team obtained five current starters—defensive linemen Louie Kelcher, Fred Dean and Gary Johnson, safety Mike Fuller and corner back Mike Williams.

Then, last year, in a draft which contained three outstanding wide receivers, the Chargers, picking 14th, ended up with the best of all, John Jefferson.

The drafting has been balanced by astute trading.

Last year, the Chargers added Pro Bowl guard Ed White of Minnesota to their offensive line. After that came Lydell Mitchell, Baltimore's all-purpose back.

The Chargers' work didn't end with the winning streak of last season. They made two spectacular deals to strengthen themselves further.

In the first, they sent draft choices to Green Bay for Willie Buchanan, the all-pro corner back, to repair their most obvious defensive flaw.

Then, saddled with the 20th draft position, they dealt their own first-round pick, plus next year's second-rounder, to Cleveland for the privilege of picking sooner. It worked beautifully. The Chargers were able to draft Missouri tight end Kellen Winslow, considered by most scouts one of the four or five most desirable players in a good draft year. Winslow is an almost-sure starter.

If the Chargers are the team to watch from an affirmative standpoint, the AFC also has the team to watch with negative fascination and also the biggest puzzle.

The team in decline is the Oakland Raiders, who nearly self-destructed last season. For the first time since 1966, the Raiders failed to make the playoffs.

Ken Stabler, for years considered one of the NFL's finest quarterbacks, disintegrated in a storm of interceptions, then became the focal point of acrimonious finger pointing between management and players.

Stabler wasn't the only culprit. When Denver easily defeated Oakland in a showdown game late in the season, Bronco coach Red Miller referred to the Raiders as "those fat guys" an obvious reference to the team's poor condition.

The puzzle is New England.

In as bizarre a scenario as pro football could dream up, Chuck Fairbanks announced, with his team in the shadow of a Super Bowl appearance last December, that he was quitting the Patriots for the head coaching job at the University of Colorado.

The Pats collapsed after that. Fairbanks and the New England management were involved in a long, tedious round of litigation, followed by negotiations which finally were settled late in the spring.

Meanwhile, the Pats floundered without a coach. It wasn't until a month before the college draft that Fairbanks' coaching duties were given to offensive co-ordinator Ron Erhard and his general manager's title to top scout Bucko Kilroy.

If anyone is going to wrest the Eastern title from New England it is Miami.

The Dolphins have some obvious weaknesses, but they made some important additions. The most important are fullback Larry Csonka, onetime pinwheel of the team; inside linebacker Ralph Ortega and Neal Colzie, a combination punt returner and defensive back.

San Diego's stiffest battle will come from Denver. In a spring-time poll of AFC-Western coaches, three of them picked the Broncos with only Marv Levy of Kansas City picking San Diego. That was, of course, before the Chargers made the deal for Buchanan and drafted Winslow.

The Broncos have a mediocre offense, but their outstanding defense, with six Pro Bowl players, can carry a team a long way. San Diego will not waltz in, no matter whom they add to their roster.

KELLEN WINSLOW figures to move into starting TE job for San Diego.



In the Central Division, Houston isn't in Pittsburgh's class, but the Oilers would contend fiercely for either of the other two division titles.

The most exciting new running back since O.J. Simpson, Earl Campbell, came into the NFL on Houston's side last year. The Heisman Trophy winner was even more awesome as a pro, winning the rushing championship as a rookie, with 1450 yards.

Campbell should help make the Oilers winners for years.

In one of the most surprising moves in years, John Madden, the highly-successful coach of the Raiders, retired after the season. He cited ill health. He has been suffering from ulcers. The Raiders emphasized the word was "retired," not "resigned."

The 43-year-old Madden won 112 games since taking command of the team in 1969.

To replace him, managing partner Al Davis promoted his quarterback coach, 41-year-old Tom Flores.

Flores disagrees with those who think there has to be a complete overhaul of this wheezing team.

"I don't think we need a wholesale change," says the man who was the original quarterback with the franchise. "We just missed the playoffs last year and that's not too bad."

Flores' approach is low key.

"I don't yell or scream," he says, "but I can get my point across."

Erhardt says there will be drastic changes on the Patriots, but not in the football itself.

"I want to change our whole style," he says, referring to the Pats' casual attitude. "I want different motivation. We've got to get the whole tempo changed. Too often, there was a lull in practices and then an effort to get it going in a game. The urgency has to be much greater."

The Pats' new general manager, Kilroy, is one of the most skilled personnel men in the business. His drafting is what built the Pats. A legendary player with the Philadelphia Eagles, Kilroy has experience in most of the management tasks since retiring from the field.

Of the AFC's five playoff teams from last season, Houston has the easiest early schedule. The Oilers meet Pittsburgh in the second game of the season, but play no other playoff team in the first nine weeks. The Oilers close a lot tougher, with a Thanksgiving date at Dallas, then two final games against Pittsburgh and Philadelphia.

The Steelers have a tough opening week, with a Monday night game against New England and then the meeting with the

Oilers. There is another tough week in October when they play a Monday night game against Denver followed by a Sunday date with the Cowboys.

New England's Monday game with the Steelers is the only game the Pats have with a playoff team until week 8 against Miami, but there is a Sept. 23 game against San Diego.

Miami's four games with playoff teams—Minnesota, New England twice and Houston—are spaced fairly far apart, but the Dolphins do have a tough stretch from September to early October when they play three of four games on the road against the Vikings, Jets and Oakland Raiders.

Denver should find out about itself early, with September games against NFC playoff teams Los Angeles and Atlanta, then three straight against the AFC-West pretenders—Seattle, Oakland and San Diego.

One ironic twist in AFC football this season is the decision of one team and possibly another to abandon the 3-4 defense in favor of the standard, 4-3. That's strange, since the AFC pioneered in the basic use of the 3-4, with teams such as Houston, Denver and New England using it as their staple set.

Cincinnati is the team which abandoned the 3-4. They did it



KEN STABLER won't be listening to big JOHN MADDEN, who has quit.

TOM FLORES, low key guy, takes over as head coach of Oakland Raiders.



six weeks into the season, when rookie defensive end Ross Browner recovered from biceps surgery.

"Just adding that fourth man to the defensive line put more pressure on the passer," said safety Marvin Cobb.

"Ross makes so much difference in the pass rush," says corner Louis Breeden.

Veteran corner Ken Riley says it also helps the Bengal zone pass defense function more smoothly.

"The linebackers get more depth on their drops," said Riley "and I think we played better zone than ever before. What makes a zone work is the linebackers—cutting off the short stuff and holding up the tight end."

The team considering switching back to 4-3 is the New York Jets.

Walt Michaels is in favor of all-out assault on the passer. The trouble was that he didn't have the material to do that much assaulting. But he drafted defensive linemen, Alabama's Marty Lyons and Mark Gastineau of East Oklahoma Central, in the first two rounds and the switch is imminent. Joe Klecko would move from end to tackle, where Michaels thinks he is more effective.

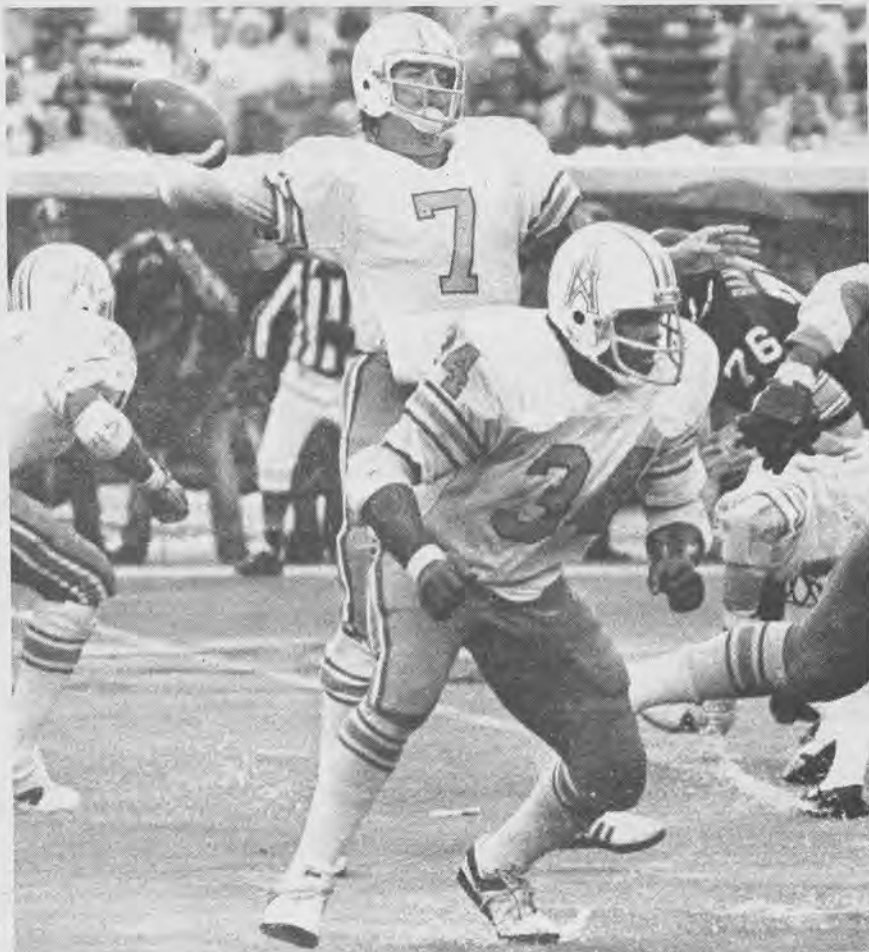
As a result of the O.J. Simpson trade with San Francisco, Buffalo wound up with the first pick in the entire college draft, since the 49ers finished with the worst record in the NFL.

The Bills took Tom Cousineau of Ohio State, apparently filling a 10-year vacancy at middle linebacker.

The AFC, in fact, had the first three picks in the draft and five of the first six.

Already awash with stars, the AFC added the pick of the scouts as the best two defensive players available (Cousineau and Colorado State lineman Mike Bell by Kansas City; the two top quarterbacks (Washington State's Jack Thompson by Cincinnati and Clemson's Steve Fuller by Kansas City); the top-ranked wide receiver (Jerry Butler of Clemson, by Buffalo); the highest rated tight end (Missouri's Winslow by the Chargers).

The top individual titles could go to these players in 1979:



EARL CAMPBELL blocks for quarterback DAN PASTORINI in AFC title game.

Ground gaining—Campbell of Houston again.

Passing—Bradshaw Pittsburgh.

Scoring—Rolf Benirschke of San Diego.

Punt returns—Rick Upshaw of Denver.

Kickoff returns—Rookie Ira Matthews of Oakland.

Punting—Ray Guy of Oakland.

Most valuable player—Quarterback Don Fouts of San Diego.

Rookie-of-the-year offense—Winslow, San Diego.

Rookie-of-the-year defense—Cousineau of Buffalo.

Coach-of-the-year—Chuck Noll, Pittsburgh.

This is what the All-AFC team could look like:

Quarterback—Bradshaw.

Running backs—Earl Campbell of Houston and Franco Harris of Pittsburgh.

Wide receivers—Lynn Swann of Pittsburgh and John Jefferson of San Diego.

Tight end—Dave Casper, Oakland.

Tackles—Leon Gray of New England and Marvin Powell of New York.

Guards—John Hannah of New England and Joe De Lamielleure of Buffalo.

Center—Mike Webster of Pittsburgh.

Placekicker—Benirschke.

DEFENSE

Ends—Lyle Alzado of Denver and Ross Browner of Cincinnati.

Tackles—Louie Kelcher of San Diego and Mike Barnes of Baltimore.

Middle linebacker—Randy Gradishar of Denver.

Outside linebackers—Robert Brazile of Houston and Jack Ham of Pittsburgh.

Corner backs—Mike Haynes of New England and Louis Wright of Denver.

Strong safety—Bill Thompson of Denver.

Free safety—Tim Fox of New England.

Punter—Ray Guy of Oakland.

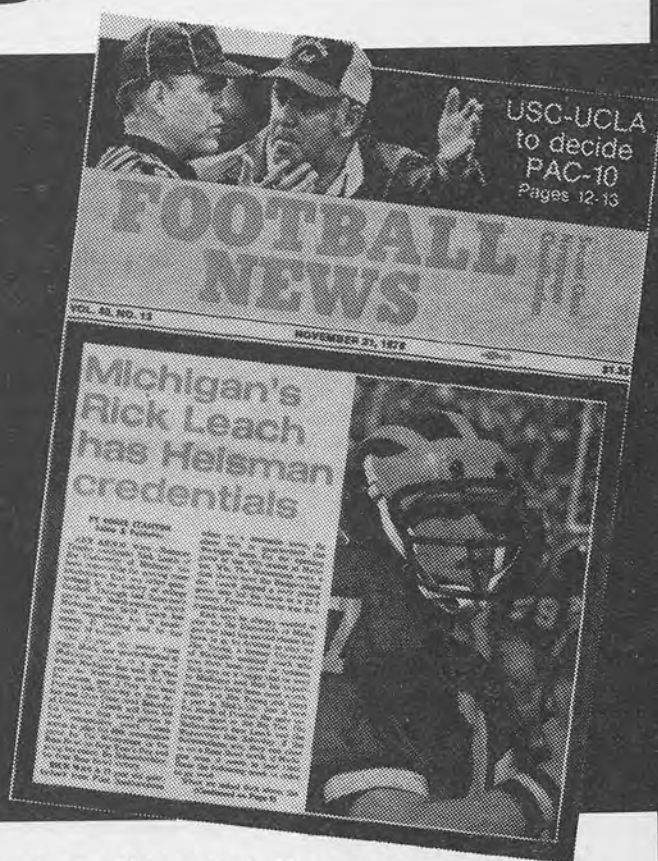


What's in FOOTBALL NEWS for you.....

- Exclusive schedules and scores of more than 125 major college teams
- Top predictions
- Scouting reports, game reviews
- Outstanding columnists
- Complete coverage of college and pro football
- Statistics
- Inside information, features and analysis
- Mailed to You EACH Monday
- Our 41st Year
- Read by more than 1,000 sportswriters and broadcasters
- Money back guarantee

4 EASY WAYS TO SUBSCRIBE TO FOOTBALL NEWS

1. Send us \$12.00. Your money back if not completely satisfied.
2. Call 1-800-228-2026 and order 19 big issues of Football News. We'll bill you later.
3. Order on your VISA or Master Charge card with coupon below.
4. Send in postage free card which is attached.



FREE — 1979 Football News Fact and Schedule Book (\$2 value) if you pay now!

Mail to:

FOOTBALL NEWS
17820 East Warren, Detroit, Mich. 48224

Enclosed is my \$12.00. Please send me all 19 big issues of Football News, Plus my Free Football Fact Book. A \$25.75 news-stand value.

☐ Check ☐ Money Order ☐ Charge to My:



or



Master Charge Account # _____

Interbank # _____

Expiration Date _____

VISA Account # _____

Expiration Date _____

Signature _____

Name _____

Please Print

Address _____

City _____ State _____ Zip _____

PITTSBURGH STEELERS

PREDICTION 1st

Wild, aggressive, Mean. All those adjectives describe the personality of the Pittsburgh Steelers.

They were at their wildest when Joe Greene was at his peak as a defensive tackle, and Greene and his front-line colleagues, Dwight White, L.C. Greenwood and Ernie Holmes, were the most feared pass rushers and run stoppers in the National Football League.

They were at their meanest when Jack Lambert fermented in his second season as the team's middle linebacker and they won a second straight Super Bowl.

Aggressive would describe the offense of last season, when the Steeler personality changed by several shades and the emphasis went to offense, particularly passing offense with Terry Bradshaw striking boldly to Lynn Swann and John Stallworth.

It's strange, but none of those descriptive words fit the Pittsburgh coach, Chuck Noll.

The adjectives most used in connection with Noll are "haughty . . . snappish . . . prim . . . arrogant . . . uptight . . . cold."

There is no denying that Noll is at least a little bit of all of those things, but he's also the principal constant of the Steelers' winning years, which began in his fourth season as head coach. Pittsburgh won 87 games since then, an average of better than 12 a season, counting playoffs and Super Bowls.

"One year," says George Perles, Noll's outspoken defensive co-ordinator, "Chuck comes up with 'whatever it takes.' After that it was his talking about 'distractions' (the brawls with Oakland and Cincinnati and their subsequent controversies).

"Now, right after we won our third Super Bowl, he comes up with 'We haven't reached our peak.'

"That's gotta be inscribed on our rings. He's got the players talking about a fourth ring before we even enjoyed the third one."

Noll has done that better than any coach in football—kept a good team hungry.

When Green Bay won the first two Super Bowls, everyone predicted a continuing dynasty. The Packers collapsed. Kansas City was supposed to play the offense of the '70s but the Chiefs sank out of sight before the middle of the decade. Miami's dynasty lasted only two consecutive Super Bowls. Oakland peaked and then disintegrated.

But the Steelers win one way, then alter their style, then win again.

Dallas may be the glamor team, but Pittsburgh was the first to win three Super Bowls. Who'll bet they won't make it four?

Bradshaw is the man around whom this team revolves. It seems that Terry has been around for a generation, but he won't be 31 until the first week-end of this season and, considering the way he shakes off injuries, his healthy body and the way he cares for it, he should play for another half dozen seasons.

Bradshaw always has been talented, even his detractors granted him that much. He's always had one of the most powerful passing arms in football. He's always been tough, too, shaking off one injury after another.

But now he is something else. He is a settled quarterback, a fully-confident one.

When Thomas Henderson, the stand-up comic who plays linebacker for Dallas, suggested that

CHUCK NOLL, Coach.

Assistants: Lou Riecke, Dick Hoak, George Perles, Paul Uram, Woody Widenhofer, Tom Moore, Dick Walker, Rolie Dotsch.

Bradshaw "couldn't spell cat if you spotted him the 'c and a'" before the last Super Bowl, Bradshaw merely shrugged off the insult and demonstrated that he knows how to spell "t-o-u-c-h-d-o-w-n."

He passed for 318 yards and four touchdowns, both records, as the Steelers beat the Cowboys, 35-31, in Super Bowl XIII. He also outsmarted the Domsday defense with his play calling.

During the regular season, he compiled the best passing record in the American Conference, throwing 28 touchdown passes, compiling 2915 yards and the highest per-game average in the NFL, 7.92 yards.

TERRY BRADSHAW, Steelers' fine QB, passed for 318 yards in Super Bowl.



In the playoffs, he passed for 272 yards in the 33-10 victory over Denver and then for 200 more in an incredible ice storm during the 34-5 victory over Houston. He passed for two touchdowns in each game.

It's difficult not to foresee him being a dominant figure in the game for years to come.

"He seems to play better even when it's raining—in his face," observes a Steeler assistant.

There is no one to whom Bradshaw would rather throw than Lynn Swann, the most-graceful, quickest and devastating receiver in football. Swann caught 61 balls last year, many of them in the teeth of double and even triple coverage. His catches averaged 14.4 yards and 11 TDs.

Swann is at his best in the big games. In the Super Bowl he caught seven passes for 124 yards and a touchdown.

When the opposing defenses crack down on him, the Steelers like to go to John Stallworth, the most underrated pass catcher in football.

Dallas overplayed Swann in the Super Bowl and Bradshaw threw his first touchdown pass to Stallworth, a 28-yarder. The Cowboys blitzed Bradshaw later in the first half and Terry unloaded to Stallworth, running under the Cowboys' deep coverage. He eluded Aaron Kyle, the Dallas corner back, and ran 75 yards to complete the touchdown play, tying the Super Bowl record for distance.

The frightening thing to Pittsburgh foes is that the Steelers, who breezed through the playoffs with their passing, played under a handicap.

The handicap was the absence of huge tight end Bennie Cunningham for most of the season. Cunningham is awesome when he gets the football, with his enormous size and great speed.

He played only long enough to catch 16 passes before injuring his knee in '78. But the catches averaged an impressive 20.1 yards and produced two touchdowns. He adds extra dimension to the passing game.

When Cunningham can't play, possession receiver Randy Grossman does a sound job. He caught 37 balls for a 12.1-yard average.

Theo Bell and Jim Smith, both of whom are handy on the special teams, are the backup wide receivers. Smith caught only six passes last year, but two went for touchdowns. Both are experienced.

The Steeler offensive line, despite its outstanding accomplishments, remains one of the unsung parts of this fine team.

Mike Webster, the muscle-man center, was the only Steeler offensive lineman chosen for the Pro Bowl. He is a master at handling the quick linemen who play nose guard in enemy three-man fronts.

Left tackle Jon Kolb, another awesomely strong player, may be the most unsung of the unsung. The guard playing next to him, Sam Davis, had a good season, but he's 35 now and Noll must think about replacing him.

On the right side, guard Gerry Mullins is versatile and dependa-

LYNN SWANN, Steelers wide receiver who caught 61 passes in 1978, draws a crowd each time he goes for pass. Denver's linebacker TOM JACKSON, left, and cornerback LOUIS WRIGHT double team him here last season.



ble. Both Ray Pinney and Larry Brown have started at right tackle and should fight it out in training camp.

Behind this group are Ted Petersen, who plays both center and tackle, and guard Steve Courson.

Assuming because Pittsburgh's passing game is the most pronounced aspect of the offense, that the Steeler running game is declining can be a fatal mistake.

Franco Harris ran for his usual 1000 yards, 1082 to be exact, then added the game-breaking touchdown run in the Super Bowl. Rocky Bleier still blocks with effectiveness, even at 33, and his pass catching was a Super Bowl feature.

What the Steelers have to do is develop some successors. Sid Thornton averaged 3.7 yards a carry on his 71 trips but the jury is still out on Rick Moser and Jack Deloplainé.

There is no encouraging reinforcement at quarterback, either, Mike Kruczek threw only 11 times last year and Cliff Stoudt is untested.

The Steeler defense may not be quite as spectacular as when

Mean Joe Greene and his pals were younger, but it's hard to argue that they are less effective.

Many pro coaches think the idea is to stop the run. The Steelers did that extremely well.

Only 12 rushing touchdowns were scored upon them in 19 games, including the Super. Dallas, with 141 yards, broke a seven-game streak in which the Steelers had kept the opposition under 100 yards for a game.

Only John Cappelletti of the Los Angeles Rams and Tony Dorsett of Dallas ran for 100 yards or more against them last season.

They led the AFC in rushing defense, yielding only 110.9 yards a game.

The left side of the defensive line, tackle Greene and end L.C. Greenwood, are getting old. Both are 33. But the replacement process has started on the right side. Steve Furness is now established at tackle with John Banaszak forging ahead of Dwight White at end.

Tom Beasley could be Greenwood's eventual successor while Gary Dunn and Fred Anderson

are other young reserves.

You can't argue with the line-backing. Jack Lambert is as good as you'll get in the middle. Ditto Jack Ham outside. Loren Toews and Robin Cole battle again for the other outside job. Cole excels on passing downs.

Dennis Winston is a special-teams ace and a competent standby for Lambert in the middle. He might start for other clubs.

The pass rush resulted in 44 sacks last year, making it easier for rookie Ron Johnson to break in as a starting corner. He replaced J.T. Thomas, forced to quit football because of illness. There is a possibility that Thomas will make a comeback, however.

The other positions are well cared for. Corner Mel Blount and strong safety Donnie Shell made the Pro Bowl. Mike Wagner, who made a comeback from a serious neck injury, played effectively at free safety.

Reserve corner Larry Anderson is also a kick-return ace. He averaged 25.1 yards on that specialty and his work included a 95-yard

FRANCO HARRIS, Pittsburgh's Bull who surpassed 1000 yards rushing again in 1978, gets help from MIKE WEBSTER.



HOUSTON OILERS

PREDICTION 2nd

It was the 12th week of the season before the rest of the National Football League fully realized how good Earl Campbell really is.

It was a Monday night game in the Astrodome against the Miami Dolphins, who were struggling with New England for first place in the AFC's Eastern Division.

By any standards, it was one of the best games in years. Tied, 21-21, after three quarters, the game was blown open when Campbell turned the right corner and raced 81 yards for a touchdown with 1:22 to play.

That was just one of his moments. He scored four touchdowns in all and gained 199 yards to take the NFL ground-gaining lead, which he never lost after that.

It was also the most awesome display of combined speed and sheer power by an NFL back since the days of Jimmy Brown.

There was something else which happened that night. Campbell's show not only called attention to himself, but helped focus attention on the fact that the Oilers had become one of the better teams in the league.

The 1978 season was not just the introduction of Earl Campbell. It was the greening of Dan Pastorini.

Pastorini has played eight seasons and is 29, but until last year he hadn't been recognized as one of the league's foremost quarterbacks. Now he is.

It wasn't merely Dante's statistics: 199 completions, 2473 yards, 16 touchdowns.

It was his all-around caretaking of the team, the way he used Campbell and the rest of his talent.

Campbell accounted for much of his success. Consider Earl's 1450 yards and 13 touchdowns and who can doubt that?

But Pastorini's own maturity had a lot to do with it. He used to tilt at windmills in the past. They say that if 40,000 people cheered him in Houston and 1000 booed him, he'd hear the 1000 much clearer than the 40,000.

He didn't have a whisper of protection in the old days. He played with broken ribs seven different times, a separated shoulder, sprained ankle, sprained knee, broken fingers, nose broken twice, a tooth knocked out plus assorted concussions.

"It's like going into a street fight against 10 guys," he said after a typical Houston loss during which the crowd booed him, "and the crowd is rooting for the 10 guys."

Things changed in '78.

He still had broken ribs, but he wore a flack jacket to protect them in the playoffs. He completed 20 of 29 passes against Miami and 12 of 15 against New England.

The happy season didn't end for the Oilers until the AFC championship game, when they had to play Pittsburgh on a sheet of ice.

Things should keep coming up roses for Pastorini, and the Oilers.

The Houston offensive line is a decent one and getting better. There should be fewer broken ribs. Dante was sacked only 15 times in 16 games last year. Everyone is a veteran, which is a comfort to any quarterback.

The tackles are Greg Sampson, a seven-year veteran, and Morris Towns, 1977's No. 1 draftee who developed last season. There is sure to be a change at guard from the unit which started in the playoffs, since George Reihner, possibly the Oilers' best lineman, returns from the injury list. The incumbents are Conway Hayman and Ed Fisher. The center is Carl Mauck, a 10-year man.

O. A. "BUM" PHILLIPS, Coach.
Assistants: Ed Biles, Andy Bourgeois, King Hill, Joe Bugel, Wade Phillips, J. Paul Young, Bob Gambold.



EARL CAMPBELL led NFL rushers as rookie with Oilers last season.

There are three kids in reserve, center David Carter, guard John Schuhmacher and tackle Larry Harris.

Campbell's running mate was the hard-blocking young fullback, Tim Wilson, a tall, 220-pounder. Ron Carpenter, who made the all-rookie team two years ago, gained 348 yards, averaged 4.3 yards a carry and scored five touchdowns until he was hurt last year.

Ronnie Coleman is another experienced back. He gained 180 yards. Coach Bum Phillips later picked up ex Browns Larry Poole and Brian Duncan for reserve strength.

The potential of the Oiler passing game fully unfolded in the



ROB CARPENTER, Houston running back, finds big hole after handoff from quarterback DAN PASTORINI.

playoff game against New England when Pastorini connected to Ken Burrough for a 71-yard touchdown and then twice to tight end Mike Barber for a 21-0 lead which blew open the game in the first quarter.

Burrough didn't have one of his spectacular seasons, but rather a steady, productive one which saw him catch 47 balls for a 13.3-yard average and two touchdowns.

Barber, who bloomed in his second pro season, averaged 16 yards on his 32 catches, scoring three times. Unless the knee injury, which he suffered in the NFL title game against the Steelers, slows him down, he could become one of the better receiving tight ends in the league.

Until he got hurt late in the season, Mike Renfro seemed headed for a possible spot on the all-rookie team, at least in the view of his coaches. He caught 26 passes for a 13-yard average and blocked effectively.

The Oilers also made a beneficial deal for Richard Caster, the ex Jet star. Caster caught 20

passes, five of which were for touchdowns and averaged 15.8.

The receiving corps should be even stronger in '79, with the return of Eddie Foster and Billy "White Shoes" Johnson. Foster started every game as a rookie for the Oilers in 1977. Johnson is a one-time starter, too, but Phillips would like to use him only in spots as a receiver, saving his best shots for kickoff and punt return duty, where he has few peers.

Johnson has been a punt and kickoff return champion in the NFL, but in his absence last year, the Oilers failed to place a man in the top 10 of either category.

One of Phillips' priority items this summer is to develop the backup quarterbacks, Gifford Nielsen and Tommy Duniven. The Oilers were ahead at half-time in only two of their 10 victories, so there was no breathing room to use for experimentation.

Defensively, the Oilers have a superb nucleus.

Three Houston players—nose guard Curley Culp, end Elvin Be-

thea and linebacker Robert Brazile—were named to the Pro Bowl last year.

Culp is 32 and Bethea 33, but, as Phillips says, "both of them take good care of their bodies, so there is no reason the two of them can't play four or five more years, or as long as they want."

The other end in the 3-4 setup is Jim Young, who improved dramatically from the '77 season when he was a free agent rookie.

Things are thin behind the starters. Andy Dorris is the backup at end and Ken Kennard at nose guard. Also available is nose guard Jimmy Dean, who suffered a knee injury last year.

The linebacking is first rate and deep.

Brazile ranks with Pittsburgh's Jack Ham as the ultimate outside backer. The Oilers get a tremendous pass rush from their strongside linebacker, Ted Washington.

Eight-year veteran Steve Kiner and Gregg Bingham, a starter for six years, protect the inside.

Ted Thompson has been a val-



ELVIN BETHEA, CURLEY CULP and BOB BRAZILE, l-r, Houston vets, landed on the Pro Bowl team last season after enjoying solid campaigns.

uable reserve for several seasons and Art Stringer was challenging Kiner for his job when he got hurt last year.

The draft brought two new linebackers, Daryl Hunt of Oklahoma and Mike Murphy of Southwest Texas. Phillips also uses lineman Steve Baumgartner as a linebacker.

The strength of the secondary is in the safeties, where Bill Currier and Mike Reinfeldt start. Reinfeldt was especially effective in the big games. Behind them is hard-hitting C.L. Whittington, who once was a starter for Houston and probably could start for other teams. Al Johnson is another experienced hand back there.

Willie Alexander had what Phillips calls "his best season with us," at corner. He led the Oilers with five interceptions. The other corner was a new one, Greg Stemrick, but he will face a challenge from J.C. Wilson this year.

Johnson is the special teams captain and the coach says, "when he came out of retirement after the fifth game, our special teams really improved."

Tony Fritsch's field-goal percentage, 14 of 18, was third highest in the league.

Cliff Parsley averaged 39.4 yards as the punter, but the Oilers say he was especially valuable in tight spots.

The Oilers made a puzzling deal on draft day, giving up their first-round choice to Kansas City for two seconds.

Houston did come away with help for the defensive line, drafting Mike Stensrud, the Iowa

State All-America, and Jess Baker, a rugged, tough guy from Jacksonville State.

The most notable offensive addition is Kenny King, Billy Simms' running mate in the Oklahoma backfield.

Other draftees include defensive back Tim Ries of Southwest Missouri State, defensive back Carter Hartwig of Southern California, wide receiver Richard Ellender of McNeese State, offensive tackle Mike Taylor of Georgia Tech and running back Wayne Wilson of Shepherd.

1978 LEADERS AND AFC RATINGS

SCORING—Campbell, 78 points on 13 touchdowns . . . 9th

RUSHING—Campbell, 302 carries for 1450 yds., 4.8 Avg., 13 TDs . . . 1st

PASSING—Pastorini, 199 of 368 attempts for 2473 yds., 16 TDs . . . 8th

RECEIVING—Burrough, 47 receptions for 624 yds., 13.3 Avg., 2 TDs . . . 12th

INTERCEPTIONS—Alexander, 5 for 51 yds., 10.2 Avg. 13th

PUNTING —Parsley, 91 punts, 38.9	
Avg. longest 59 yds.	8th
PUNT RETURNS —Gale, 16 for 142	

PUNT RETURNS—Coleman, 16 for 142 yds., 8.9 Avg. 7th

KICKOFF RETURNS—Dirden, 32 for 780 yds., 24.4 Avg. 7th

Pre-season Games

Aug. 2 ST. LOUIS (N)
11 N.Y. JETS
18 AT Dallas (N)
24 AT New Orleans (N)

BEWARE!

**BETTING ON NATIONALLY
TELECAST PRO OR COLLEGE
FOOTBALL GAMES IS
EXTREMELY HAZARDOUS
TO YOUR BANKROLL!**

**114 FOOTBALL
GAMES WERE
TELECAST LAST
SEASON.
HOW MUCH
DID THEY
COST YOU?**

NSR HIT 70% LAST SEASON FORECASTING EVERY TELEVISED N.F.L. GAME!

How many times last season did you feel like throwing your T.V. set out of the window after watching a game you knew you "couldn't lose". Picking winners in T.V. games is an impossible task for the amateur handicapper! The Las Vegas oddsmakers know quite well that emotion plays a very heavy role in *your* selection on a game you and 25 million other "sports fans" will be viewing. Because of this emotional frenzy, the Las Vegas oddsmaker gains a tremendous advantage over you by adjusting the "right" price on the game to one that is guaranteed to send you running to your local finance company!

NSR TURNS THESE LINEMAKER TRAPS INTO TREATS!

Last season Network Sports Reports correctly predicted 80 winners out of the 114 games telecast on CBS, NBC and ABC, a fantastic 70% winning season for its subscribers. That's right! NSR analyzes and gives you its expert opinion on each and every Pro and College football game shown on network T.V. **You can't afford not to send the \$45 for your full season subscription to NSR!** Your \$45 season subscription buys you all of the following: 17 jam packed weekly issues covering the first telecast games in September thru the Super-bowl. Each report is mailed to you First-Class priority mail on Monday of each week.

LOOK AT OUR WEEK-BY-WEEK RECORD LAST SEASON. HOW DOES IT COMPARE TO YOURS?

GAMES PLAYED WEEK	GAMES WON-LOST	GAMES PLAYED WEEK	GAMES WON-LOST
NO. 1	4-1	NO. 11	5-1
NO. 2	4-2	NO. 12	4-1
NO. 3	3-4	NO. 13	4-2
NO. 4	6-1	NO. 14	3-4
NO. 5	5-2	NO. 15	3-1
NO. 6	4-2	NO. 16	2-0
NO. 7	4-5	PRO-PLAYOFFS	6-2
NO. 8	6-1	BOWL GAMES	7-3
NO. 9	4-2	SUPERBOWL	WINNER
NO. 10	4-2		

MAIL COUPON TODAY!



MAKE CHECKS PAYABLE TO:

NETWORK SPORTS REPORTS

50 Jericho Tpke.

Jericho, N.Y. 11753 (516) 334-0700

19

- ☐ Enclosed is my check/money order for \$45 to cover my subscription.
- ☐ Bill me via Master Charge
- ☐ Bill me via VISA
- ☐ Send me a bill



Credit
Card
Number

Signature

Name

Address

City

State

Expiration
Date

Zip

DON'T GET KILLED ON NATIONAL T.V. GAMES AGAIN THIS SEASON!

NETWORK SPORTS REPORTS . . . A DIVISION OF THE PROFESSOR'S PICKS.

CINCINNATI BENGALS

PREDICTION 3rd

Who are the Cincinnati Bengals?

Are they the same bunch who stumbled through the first half of the season without winning a game last year? The same punchless offense which failed to score a touchdown in half of its first eight games?

Or are they the young tigers who roared through December, winning their last three games, two of which were over playoff teams, Atlanta and Los Angeles?

Or, is the draft choice of Jack Thompson, the "Throwin' Samoan" from Washington State an indication that Homer Rice, the new coach, is going to start over from scratch?

The man who will have to answer those questions is Rice himself, who took over from Bill Johnson as head coach just a month into his first season in professional football. Or, to hear folks in Cincinnati tell it, Rice will make the decisions—with the advice and consent of general manager Paul Brown, whose influence is still heavily into the football program.

Actually, Rice was handpicked by Brown.

He was hired as quarterback coach of the team last season. He left dual jobs at Rice University as head coach and athletic director, a move which was puzzling to a lot of people. Few football men trade jobs such as he had at Rice for an assistant coach's job in the pros—unless a brighter future was painted for him.

Rice's brighter future materialized almost immediately.

The new coach has a reputation for developing quarterbacks. He had Tommy Kramer, Fran Tarkenton's heir apparent at Minnesota, when he coached at Rice. He had Greg Cook, the Bengals' first quarterback, when



HOMER RICE has plans to get the Bengals back on the winning track.

he coached at the University of Cincinnati. He had Rick Norton, later a Miami quarterback, when he coached at Kentucky.

That's what makes the Bengals' decision to draft Thompson so intriguing. They passed up the highly-touted Missouri tight end, Kellen Winslow, to draft Thompson, even though they need a tight end badly.

The Bengals' regular quarterback, Ken Anderson, suffered an injury to his throwing hand last year. He's been injured several times in recent years. There is also opinion in the NFL that Anderson can take the team so far and no further.

Those things are what prompted the speculation about Cincinnati possibly starting all over with Thompson, since the Bengals are a young team.

The Bengals had another first-round choice and they used that for the big, fast running back they always needed but never seemed able to acquire. He's Charles Alexander, the Louisiana State star who should be able to step right into their lineup.

HOMER RICE, Coach.

Assistants: Mike McCormack, Dick Modzelewski, Kim Wood, Howard Brinker, Charley Winner, Boyd Dowler, Frank Gansz, George Sefcik.

The man Alexander would replace is Archie Griffin, the two-time Heisman Trophy winner from Ohio State, who has turned out to be merely a curiosity in the pros. At his small size, Archie might be more valuable as a spot player.

The man who could give Alexander the biggest challenge is Deacon Turner, a slick and speedy runner who had a 116-yard game against San Diego as a rookie.

The fullback is huge Pete Johnson, who thumped for 762 yards. His biggest moment as a pro came in the last game of the season, a 48-16 barbecue of Cleveland, when he gained 160 yards.

Other backs available are Len-vil Elliott, hampered by an injury most of last year, Boobie Clark and Tony Davis, the special teams ace.

Anderson suffered through one of his worst seasons. He was intercepted 22 times and threw only 10 touchdown passes. His 173 completions did gain 2219 yards, however.

When he was hurting, the Bengals discovered that John Reaves wasn't going to cut it for them. Rob Hertel showed little in his rookie year to convince the Cincinnati brass it should pass up Thompson.

One possible problem in selecting Thompson is that most scouting reports on him mentioned prominently his lack of mobility. It was suggested that he would only help a team with an offensive line which could protect him well.

The Bengals' line doesn't answer that description. In fact, the opinion of many rivals is that Cincinnati has ignored a need for improvement in that area in recent years.

However, there were two major changes last season. Blair Bush,



JACK THOMPSON, the Throwin' Samoan from Washington State, may take over at quarterback for the Bengals.



BILLY BROOKS, DAVE LAPHAM, ISAAC CURTIS, KEN ANDERSON, l-r, whoop it up after Cincinnati TD pass.

drafted to replace veteran Bob Johnson at center, did just that and wound up on the all-rookie team. The other change was dictated by the release of tackle Rufus Mayes. It allowed huge Mike Wilson to move in. It will be tough to dislodge Wilson now. Mike came down from Toronto of the Canadian League last summer. Considered a sure first-round pick after he finished his career at the University of Georgia two years ago, Wilson unaccountably signed with the Canadians before the NFL draft was even held.

The other tackle is the seasoned Vernon Holland. Dave Lapham is the stationary guard while Glenn Bujnoch and Mark Donahue, a surprise as a rookie, were the messenger guards.

There is room for a couple of talented reserves.

To compensate for missing Winslow in the draft, the Bengals took small-college tight end Dan Ross of Northeastern. If they are serious about springing Alexander into the secondary, where he operates at his best, Ross may have to get a cram course. The incumbent tight end, Don Bass, is actually a wide receiver. At 218

pounds, Bass doesn't pulverize many linebackers. Ross is a lot bigger.

Behind them are veterans Jim Corbett and Rick Walker.

Despite Anderson's troubles, star wide receiver Isaac Curtis caught more passes than ever, 47, and compiled a 15.7-yard average, although he scored only three times. Billy Brooks, the other wide receiver, caught 30 for a 16.9-yard average, but caught only two for touchdowns.

Pat McNally, who doubles as the punter, is the top reserve here, although Bass may be used more as an outside man if Ross can produce immediately. Dennis Law is a seldom-used swiftie.

Defensively, the Bengals experimented with the 3-man front and four linebackers at the start of last season. Then they scrapped it after losing consistently. It just wasn't for them.

The turnaround for the Bengal line came at mid-season when No. 1 draftee Ross Browner returned from the injury list. The former Notre Dame star had undergone surgery for a detached biceps in the preseason.

Once he got to play, Browner was a terror. He will be one de-

fensive end with Gary Burley on the other side.

The tackles are both young, but starting their third season as regulars. It's doubtful if any team has a quicker pair than Eddie Edwards and Wilson Whitley. The top backup is Ted Vincent.

Enemy passers were sacked 34 times last season, a figure which will probably go higher this year with Browner in the lineup full-time and another year of experience for Edwards and Whitley.

There should be an interesting battle in the linebacking unit.

Jim LeClair is the solid man of a sound corps. He's near the all-pro class and led the club with 91 tackles. Reggie Williams is fairly secure on one side.

But Glenn Cameron, a first-round draftee of a few years ago, was frustrated by his inability to get into the lineup until last September. Then the other outside starter, Bo Harris, suffered a knee injury which put him out for the season. Cameron got to play and did well. Now Harris and Cameron will battle for the job. Ron Shumon is another reserve.

The defensive secondary lost

FOOTBALL '79 +\$14,290



That's the NET PROFIT our Las Vegas clients made in 1978 following our phone service key releases

*Here are just 12 good reasons why you need
THE WINNING EDGE:*

★ **80-35** WON-LOST RECORD ★ **70%** OVERALL WINNERS

★ **24-7** ON TOP-RATED RELEASES **(77%)**

★ Key releases rated LIGHT (2★), MEDIUM (3★), or HEAVY (5★)
(an excellent money-management tool)

★ Solid opinions on any other games on the board

★ The sharpest Las Vegas lines with several updates

★ Key injury reports

★ Over-under totals & opinions

★ A national information network of inside sources

★ Complete college & pro coverage from exhibitions to Super Bowl

★ We're a FULL-TIME sports information service operating

365 days a year - sports is our ONLY business

★ Most importantly, A PROVEN RECORD OF \$UCCE\$S

WE MAKE OUR OWN LUCK. WE CAN MAKE YOU LUCKY TOO.

**Call us today for our low rates:
914-337-0690/337-4803**



★★ **ADDED BONUS** ★★

All full-season subscribers will
receive **FREE baseball**

Sept. 1 thru Series



THE WINNING EDGE
sports information service
p.o. box 689
bronxville, n.y. 10708

VISA

We accept VISA & MASTER CHARGE



* **football * basketball * baseball * hockey * horse racing ***

CLEVELAND BROWNS

SAM RUTIGLIANO, Coach.
Assistants: Rod Humenuik, Jim Shofner, Jim Garrett, Rich Kotite, Chuck Weber, John Petercuskie, Dick McPherson, Dave Adolph.

PREDICTION 4th

If they gave an award for coming close, the Cleveland Browns would have won it in 1978. The Browns either led or were within range of taking over the lead in the final minutes of all but three of their 16 games last year.

The Browns finished 8-8 for the season.

There are two ways of looking at that: 1. They had terribly tough luck; or 2. They found their level.

The truth is that the Browns aren't in the same class with the Pittsburgh Steelers, champions of their division. They aren't up to the standards of the Houston Oilers, the runnersup, either.

But they played over their heads for their inspirational new coach, Sam Rutigliano.

The Steelers had to go into overtime, with the benefit of some favorable, if questionable, calls from officials, to beat Cleveland. The Browns led Houston, 10-0 and 7-0, in their two games. The Oilers finally won, 16-13 and 14-10.

Before Cleveland fans get too excited, they should take a heavy dose of reality.

What happened in '78 was that the team found stability under Rutigliano. It has plenty of heart. It comes to play, making a truism of that cliché.

What it doesn't have is a heavy supply of talent.

That flaw was spotlighted during the spring, when running star Greg Pruitt popped off about life with the Browns. Pruitt, in an obvious pitch to be traded to a winning team, bluntly downgraded his own offensive line. He also questioned whether Brian Sipe, the starting quarterback, could ever be a winner in the NFL.

A diplomat he may not be, but you can't knock him for accur-



BRIAN SIPE came into his own at QB last season, throwing 21 TD passes.

acy on his comments about the line.

Sipe is in a different category. His supporters picture him as a younger version of Billy Kilmer.

Last season he threw 21 touchdown passes. Only Terry Bradshaw of Pittsburgh, Dan Fouts of San Diego, Roger Staubach of Dallas and Fran Tarkenton of Minnesota threw more.

His 2906 yards put him in the top 10 in that category. His 3.8 interception percentage was the third lowest in the NFL. His ratio of touchdown passes to passes thrown, 5.3, was fourth best in the NFL. He was one of only six NFL quarterbacks with a rating of 80 points or better.

The crux of Pruitt's complaint might be that only Jim Zorn of Seattle and Ken Stabler of Oakland threw more passes in the AFC. Pruitt would like to run the ball more.

About the offensive line, Rutigliano is quick to come to its defense.

"You must give them a good share of the credit for our rushing statistics, which were fifth

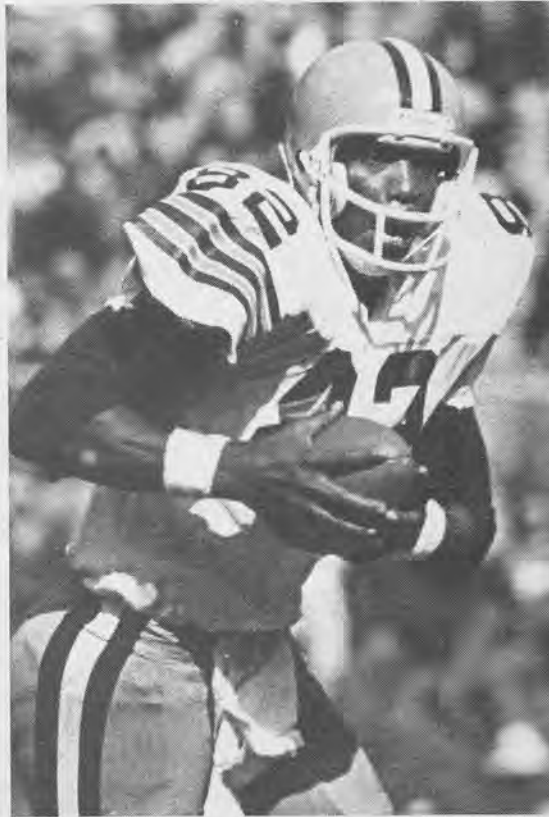
best in the league," says Rutigliano. "Also remember that Greg Pruitt missed all of four games and a major share of two more to make the stats all the more impressive."

Cleveland's quarterbacks were sacked only 34 times, which isn't bad, considering the number of times the Browns threw.

Four of five line positions should remain unchanged this season. That's Tom DeLeone at center. Henry Sheppard and Robert E. Jackson at the guards, and Doug Dieken at tackle. Rookie Sam Clapham of Oklahoma is a fair bet to fill the vacancy created by the departure of Barry Darrow.

The reserves are big Leo Bierdermann at tackle, ex-Raider George Buehler at guard and Gerry Sullivan at both center and guard. Challenging them will be Matt Miller of Colorado, who had a big reputation in college, and Cody Riesen of Texas A&M.

The Browns are heavy at the skill positions, an asset which helped them average 20 points per game.



CHARLIE HALL (59), vet linebacker, stops Los Angeles' JOHN CAPPELLETTI. OZZIE NEWSOME stood out in '78.

Greg Pruitt heads the list of runners. He gained 960 yards and averaged 5.5 a carry. The career of Mike Pruitt was rescued last year and he gained 560 yards and scored five touchdowns. Cleo Miller added 336. Calvin Hill, the ex Dallas and Washington star, made a comeback with the Browns, gaining 289 yards. Hill also was an important passing target. He caught 25 passes, averaged 13.4 yards and scored six times.

Also on the roster is highly-rated Larry Collins, whose principal job as a rookie was returning kicks.

Behind Sipe is Mark Miller, a young quarterback with a future, at least in the opinion of the Browns' coaches.

The most active pass catcher was Reggie Rucker, the 32-year-old veteran who had 43 receptions for a 20.8-yard average and eight touchdowns last year. Behind him was the rookie tight end, Ozzie Newsome, who caught 38 passes for a 15.5-yard average. Newsome also was used frequently on end-around plays and scored two touchdowns.

Dave Logan caught 37 passes for a 15.8-yard average and four touchdowns in his first full season.

To insure against Rucker's advancing age, the Browns drafted wide receiver Willis Adams from Houston. He and Keith Wright, the kick-return ace, are the principal backups. Ricky Feacher battles rookie John Smith of Tennessee State for a spot. Gary Parris is the backup tight end.

Veteran placekicker Don Cockroft was successful on 19 of his 28 attempts. His record included an outstanding statistic from within the 40-yard lines—10 of 12.

Rookie Johnny Evans, who is the third quarterback, averaged 39.1 yards as the punter.

Defensively, Rutigliano drew a circle around defensive end as his No. 1 draft priority. He didn't get one. At least he didn't get one in a premium round.

He may have to make do with Mack Mitchell and Mike St. Clair for another year. James Ramey of Kentucky is the highest-rated rookie in the picture. Randy Poeschel of Nebraska is

another promising candidate.

Rutigliano will stay with two veterans at tackles, Earl Edwards and Jerry Sherk.

"I'm satisfied with Earl and Jerry," he says. "But the time is coming when we must begin developing some young people."

The young people will include Mickey Sims, rookie Rich Dimler of Southern California, Jess Turnbull, Ken Novak and Kent Perkov, another rookie from San Diego State.

The linebacking may be shifted around drastically.

The reason is that Rutigliano has two youngsters on the bench who fall into the "must play" category. That's Clay Matthews and Robert L. Jackson.

Matthews was a first-round draft choice last year. Until he suffered a pre-season injury he looked like a cinch to break into the Browns' starting lineup. Jackson was the first-round pick two years ago. He had the middle linebacker job wrapped up, until he suffered a severe knee injury late in the exhibition season. Jackson was used sparingly by Rutigliano last season after he

IT'S ALWAYS FOOTBALL SEASON

With the Game Fans Have Loved for 20 Years
THE APBA PRO LEAGUE FOOTBALL GAME

"to the true football . . . buff, APBA games are little short of Nirvana."

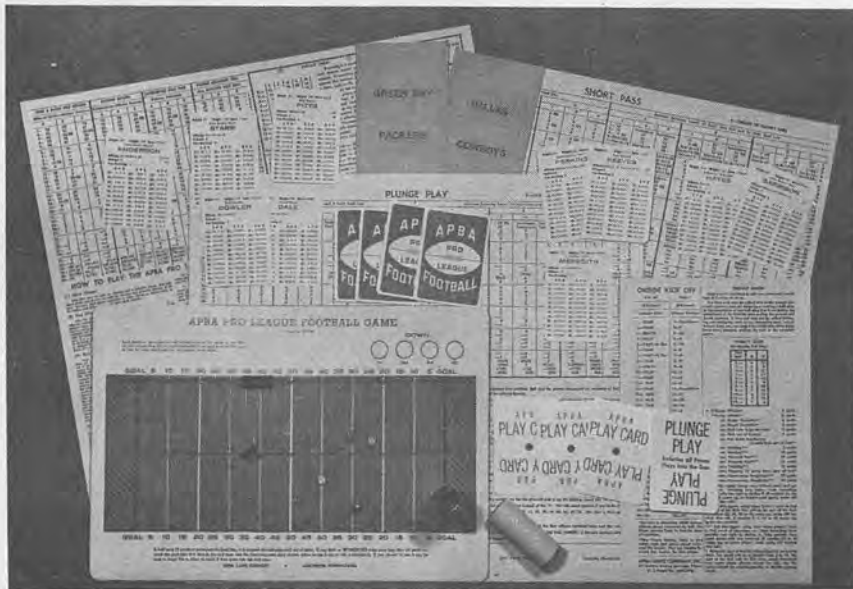
A self-serving statement like this one shouldn't surprise you since, after all, you are reading an advertisement. What might surprise you is the source—an August 19, 1969 article in the **Wall Street Journal**. (And we've greatly improved the game during the past decade.)

You'll probably come across ads for other football games in this magazine, but you're not likely to see the same kind of unsolicited praise from such a prestigious source.

COACH THE PRO TEAMS YOURSELF!

The APBA Pro League Football Game includes all 28 teams, with 32 individual players' cards representing each club. This totals 896 cards in all, and even more cards are available if you wish to expand your rosters. (Numerous teams from past seasons can be purchased as well.) So you can coach any and all of the big-league pro teams, and have the depth to do it properly.

As coach, you select the starters in both platoons and decide when to substitute. (In fact, player injuries, one of the many true-to-life facets of the game, may force you to substitute more often than you like.) You call the plays on offense and set your defense when your opponent has the ball. And there are provisions for you to play the game alone, coaching both teams. Many fans replay entire season schedules this way.



APBA FOOTBALL IS HABIT-FORMING

To say that APBA fans are enthusiastic is an understatement. The *Wall Street Journal* article quoted above notes the case of an Ohio businessman who "refused transfer (and promotion) until his company assured him his new district had a flourishing APBA football league." It also describes another fan who elected to remain single rather than marry and surrender some of his APBA playing time. We're not claiming your devotion to APBA will become quite so extreme, but we're betting you'll like it—and like it a lot.

JUST LIKE REAL PRO FOOTBALL

APBA Football will amaze you with its realism in every phase of pro play:

- Rushing—you'll find your running backs averaging almost exactly the same yardage per carry as they did in real-life.
- Passing—your quarterbacks will complete nearly the same percentage of their throws, and they'll be just as prone to interceptions as they were during the season (and on defense, your top interceptors will also be the actual pro leaders).
- Kicking—your punters and place kickers will be just as effective (or ineffective) as they were in league play.
- Penalties—no team can avoid them forever, and you'll occasionally be frustrated to see a long gain wiped out.
- And much more, including a blitz option, a time-out option and an onside kick option.

SEND FOR FREE SAMPLE CARD NOW!

For a FREE sample of one of the 896 player cards contained in the current edition of APBA Football, along with a full-color brochure describing the game in detail, simply fill out and mail the coupon below. Don't delay! We'll send you the card and brochure immediately and you'll be under NO OBLIGATION.

Don't buy another football game without checking our brochure! We think you'd be cheating yourself.

APBA GAME COMPANY, INC. © 1979

1001-10F MILLERSVILLE ROAD • LANCASTER, PA. 17604

APBA GAME CO., INC.
1001-10F Millersville Road
Lancaster, Pa. 17604

Please rush me FREE sample player card and 17" x 12" full-color brochure. I understand I will be under NO OBLIGATION.

Name _____
Address _____ City _____
State _____ Zip _____



WANT TO MAKE \$2,000...\$5,000...\$10,000?

You name the figure...

I'LL SHOW YOU HOW TO GET THERE!

"Winning at football is a piece of cake. I'll show you how to knock down the Las Vegas spread week after week and make just about as much money as you want."

Mike Warren, America's leading thoroughbred and sports handicapper, whose football Hotline, in its very first season, produced an **unprecedented 81% winners!** Here is Mike's 1978 IRS form to prove it!



That's right. A million-four just for picking winners — at the track, in football, in basketball — it doesn't matter where.

Winning is what I do.

No, not gambling.

WINNING.

How much? Let me give you a taste.

Last year, a friend of mine came in for just the last seven weeks of the season. Here are the picks we gave him on our Hotline:

NOV 4

New Orleans over Pittsburgh	WON ✓
Miami over Dallas	WON ✓
Tampa Bay over Los Angeles	WON ✓
Baltimore over Washington	WON ✓

NOV 11

Houston over New England	WON ✓
Seattle over Baltimore	LOST
St. Louis over San Francisco	WON ✓
Oakland over Cincinnati	WON ✓
Los Angeles over Pittsburgh	WON ✓
Dallas over Green Bay	WON ✓

NOV 18

Green Bay over Denver	LOST
Cincinnati over Pittsburgh	WON ✓
Houston over Miami	WON ✓
Dallas over Washington	WON ✓

NOV 25

San Diego over Kansas City	WON ✓
New Orleans over Atlanta	WON ✓
St. Louis over Philadelphia	LOST
Pittsburgh over San Francisco	WON ✓

DEC 2

Houston over Pittsburgh	LOST
Detroit over St. Louis	LOST
New England over Dallas	LOST
San Diego over Chicago	WON ✓

DEC 9

Chicago over Green Bay	WON ✓
Cleveland over NY Jets	WON ✓
Dallas over Philadelphia	WON ✓
New Orleans over Houston	LOST

DEC 16

Washington over Chicago	LOST
Philadelphia over NY Giants	WON ✓
Los Angeles over Green Bay	WON ✓
San Diego over Houston	WON ✓

And if we add our 4-0 college bowl picks during the same period, it works out to:

26 WON!

8 LOST

FOR A PERCENTAGE OF 76.4%!

Now, remember, I couldn't print that — or my IRS form — if they weren't true. And there's the notarized statement in my office to verify it.

WAS LAST YEAR A FLUKE?

No way. The year before — the very first year we offered our selections to the public — we did even better! OUR NEWSLETTER BEST BETS DID 74.4% AND OUR HOTLINE SCORED AN INCREDIBLE 81%!

So our combined record for the past two years has got to be the best in the business!

Which explains a remarkable historic fact:

THE MIKE WARREN FOOTBALL FORECAST JUMPED FROM ZERO TO NUMBER ONE IN ITS FIRST TWO SEASONS.

Our subscribers are all making money...

AND SO CAN YOU!!

Joining up with me is easy. Unlike some other services, I don't charge an arm or a leg. I don't make you send me X dollars for a deposit, then Y dollars for a game... then Z dollars when you win.

You pay one fee for everything — that includes over 200 selections for the season and post-season — and if I'm giving you 80% and you rake in \$10,000 — terrific! You have my blessing. You paid for your shot. You deserve it!

And when you see how little you're paying for that shot — and how much you're getting, I think you'll agree it's...

THE BEST SELECTION BARGAIN IN FOOTBALL.

Here's what you get:

Sign up for our Hotline and I'll plug you into:

- THE MOST SOPHISTICATED PROGNOSTICATION SYSTEM IN FOOTBALL. You'll learn *why* we pick winners. Our computer analyzes more than 40 factors that affect each game. (It's an offshoot of the system I've been using at the track that's made me a 60% winner — in racing that's unheard of.) We're in daily contact with a nationwide network of all pro stringers who give us their on the scene report on every team.

- NEWLY EXPANDED NEWSLETTER. It's crammed with information that helps you WIN... including the opening Las Vegas line... match ups and pre analysis of upcoming games... post analysis and our record to date.

- OUR 76.4% HOTLINE. I'll give you my private Hotline number where you can reach me every Saturday and Sunday for those critical selections where late breaking information can help us score big!

- PLUS OUR NEW "BETTABILITY" INDEX. You'll be getting our computer-based analysis on how to target your betting dollars on the games likeliest to make you money!

And all of this meticulously graded intelligence is focused on...

A MINIMUM OF 16 SELECTIONS PER WEEK... both college and NFL...

PLUS UPSET AND UNDERDOG SPECIALS

Here's what you pay:

- FOR THE FULL SEASON... I'll give you all 16 weeks of the NFL schedule plus the 14 weeks of the college schedule — with at least 16 picks a week — PLUS all major college bowl and all NFL playoff games. (And if you jump in early, you get the pre-season free!) FEE: Only \$125.

- THE TWO WEEK SAMPLER... This gives you everything mentioned above but for just two weeks so you can try me out. During that two week period I guarantee you 32 selections — that's 32 chances to make money and come in for the rest of the season. (The only danger here is that you might miss a week or two of picks, and if we're pickin' 'em good, you're losing money.)

Whichever option you choose, you'll receive, as a bonus, my newly revised "Power Pyramiding" This is a new version of a book that made quite a stir last year. In it we show you how you can take your starting stake, big or small, and safely, systematically snowball it into 20, 30 and even 50 times its original size!



OKAY, ARE YOU READY?

I'll show you WHAT to bet. I'll show you HOW to bet. I WILL NOT LET YOU LOSE!

Take another look at the record of winnings shown on the left.

Have I made my point?

Okay, now all you have to do is figure out how much success you can stand this year... \$2,000... \$5,000... \$10,000?

And I'll do the rest.

© 1979 — Baltimore Bulletin

CLIP AND MAIL TODAY

Dear Mike,

Your edge on Vegas is too good to turn down.

SIGN ME UP

☐ I'll start slow. Send me your Newsletter and put me on your Hotline for 2 weeks. You guarantee me 16 selections a week for a total of 32 chances to WIN. You have my word I won't share your picks with other bettors and that, if I win, I'll come on board for the rest of the season. Fee: \$25.

☐ I don't want to risk losing a week or two getting back to you. Sign me up for the whole season. Fee: \$125.

Don't forget to send me my FREE copy of "Power Pyramiding".

☐ Enclosed is my check ☐ Bill my credit card
☐ Visa/BankAmericard ☐ Master Charge

Card # _____ Expiration Date _____

Signature _____

Name _____

Address _____

City _____

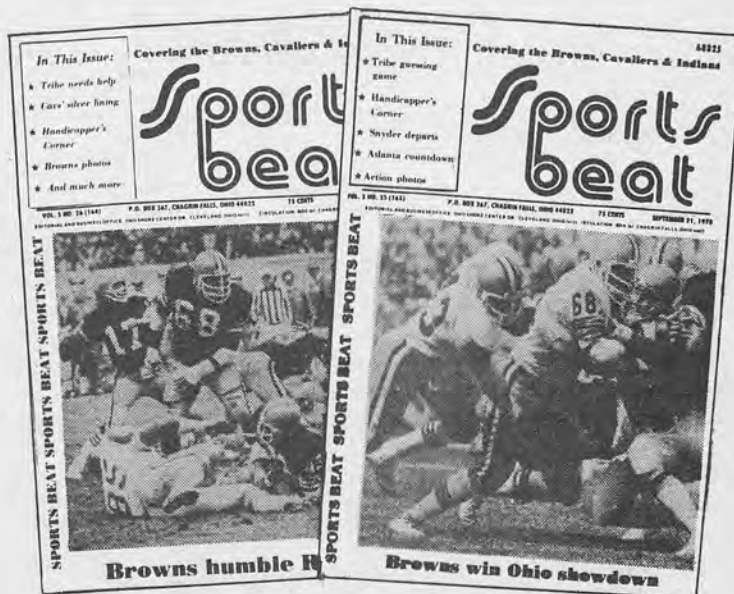
State _____ Zip _____

make checks payable to: Baltimore Bulletin, 23-25 Walker Ave., Baltimore, MD 21208 Dept. 115

For Immediate Service Call Toll Free — 800-241-1322

CLEVELAND BROWNS FANS!

**Subscribe Now to
SPORTS BEAT. Get
Year-Round Coverage
of Your Favorite Team.
Plus a FREE
Copy of the official
'79 Browns
Media Guide.**



There's only one recognized sports publication that covers the professional sports scene in Cleveland. That's **SPORTS BEAT**, now in its sixth year of exclusive year-round coverage.

If you are a Cleveland Brown's fan, here's what you can look forward to in each issue:

- Countdown to Kickoff:
- In-depth Game Coverage.
- Handicapper's Corner--Last Year's Record + 22 Units!
- Exclusive Action Photos.
- Around the N.F.L.
- Weekly Browns Statistics & Rosters.
- Top Area Columnists!
- Inside Stories on Players, Coaches and Families.
- "For Pete's Sake" by Pete Franklin.
- Draft Information & Analysis.
- And more!

Full Coverage on Indians & Cavs

Baseball and basketball fans love **SPORTS BEAT** for its additional coverage of Indians and Cavs action. **SPORTS BEAT** is published weekly July through December, and semi-monthly January through July to give you complete year-round coverage (total of 36 issues-year).

FREE Media Guide if You Act Now!

By subscribing now you can get a free copy of the Official 1979 Cleveland Browns Media Guide. It contains a full review of last season's action, statistical summaries, photos and histories of players & coaches, plus a look at the season ahead. Subscribe now and get your **FREE** Media Guide.

Money-Back Guarantee for New Subscribers

Your full and complete satisfaction with **SPORTS BEAT** is guaranteed, or a full refund on the remaining portion of your subscription will be sent immediately ... no questions asked. The '79 Media Guide is yours to keep.

Special Savings to Subscribers

SPORTS BEAT sells at 75¢ for each copy on the newsstand. That's \$27.00 for a full year (36 issues). However, you can get Big Savings by subscribing direct. A one-year subscription costs only \$13.95, a 48% Savings off the \$27.00 single-copy newsstand price. You save even more on a two-year subscription.

So act now. Get your **FREE** '79 Browns Media Guide. And these Big Savings. Fill in, clip out and mail back the coupon below. You can send payment with your order, or charge your MasterCard or VISA credit card. (Note: Out-of-state subscribers desiring their copy to be sent via First Class Mail, please enclose \$18.00-year in addition to the cost of your subscription.)

INTRODUCTORY OFFER FOR BROWNS FANS!! SPORTS BEAT, Box 367, Chagrin Falls, Ohio 44022

PA

☐ **YES, I want to be part of the '79 Browns action!** Please enter my **SPORTS BEAT** subscription for the term indicated. Send me a **FREE** copy of the Official 1979 Browns Media Guide. I accept your **Money-Back Guarantee** should I not be 100 percent satisfied with **SPORTS BEAT**. I've enclosed payment with this order, or charge my credit card.

My Name _____

Address _____

City _____ State _____ Zip _____

Check One:

- ☐ 1-Year (36 issues) for only \$13.95, a Savings of 48% off the single-copy newsstand price of \$27.00/year.
- ☐ 2-Years (72 issues) for only \$23.95, a Savings of 56% off the single-copy newsstand price of \$54.00

- ☐ 1/2-Year (18 issues) for only \$8.95, a Savings of 34% off the single-copy newsstand price of \$13.50.
- ☐ I enclose my payment with this order.
- ☐ Please charge my credit card. Exp. Date _____

☐ VISA ☐ Master Charge Card No. _____

- ☐ I desire my subscription sent by First Class Mail. I enclose \$18.00/year in addition to the cost of my subscription.
- ☐ This is a renewal subscription.

Eastern
Division

NEW ENGLAND PATRIOTS

RON ERHARDT, Coach.
Assistants: Hank Bullough, Tom Yewcic, John Polonchek, Ray Berry, Jim Ringo, Fritz Shurmur, Billy Kinard, Gino Cappelletti.

PREDICTION 1st

If the New England Patriots wished to adopt a motto for 1979, it would be "What Might Have Been."

The scene: Six hours before kickoff time for the Patriots' 1978 regular-season finale in Miami. The team is loose and confident as it thinks past this game to the playoffs. The Pats have already clinched their first division championship in 15 years. They have the talent. They have the proof, 11 victories.

The punch line: Chuck Fairbanks, the team's head coach, announces to his players that he is resigning to become head coach at the University of Colorado.

School was out, right there.

The deflation of the Patriots was immediate. The Dolphins beat them, 23-3. They didn't score a touchdown until the middle of the third quarter of the opening playoff game against the Houston Oilers. But by that time it was already too late. The Oilers were leading, 24-0.

Since then they have had the long and bitter legal controversy over who was entitled to do what. Fairbanks' greed was certified. The unwillingness of rich Colorado boosters to wait until after the pro season put the Pats in a shambles.

Then there was the long, too long, pause while the New England management decided upon a new head coach.

In the end, Ron Erhardt was named coach and Bucko Kilroy, the chief of personnel, was named general manager. They were popular choices, but the question is whether the long delay in arriving at the decision might have created factions in a franchise which is famous for factions.

Erhardt is a 47-year-old relatively unknown whose principal

claim to fame is that he was wildly successful as a small-college head coach. He went 62-7-1 at North Dakota State.

Erhardt's problems have little to do with talent. The Patriots have lots of that.

His first act upon being named head coach was the announcement that quarterback Steve

Grogan would call all his own plays in 1979. One of the non-features of Fairbanks' era was the bizarre play calling of him and his coaches. Grogan, normally circumspect, even spoke out about it a few times.

Fairbanks had a history of dissipating leads by passing when ball control seemed the prudent

SAM "THE BAM" CUNNINGHAM goes over the top for one of 8 TDs.





STEVE GROGAN rolled up 2824 yards passing last year for the Patriots.

means of protecting the edge; of passing up insurance field goals for gambles in situations where conservatism would have been the rule; of taking other, unnecessary risks, then becoming conservative on the goal line.

Erhard may not match Fairbanks for organizational skill, but he doesn't have to go far to exceed him as a game-day coach.

More important than Grogan's play calling is the condition of his knee. Steve is the foremost running quarterback in the NFL. It is his game, or at least a large part of it.

He was reckless and fearless, but early in the last game against Miami he suffered a knee injury while carrying the ball. He was still limping badly as spring approached.

For most quarterbacks, a knee injury which deprives them of speed or even a little mobility is something for which they can compensate. For Grogan, such after-effects could be disastrous. He ran 81 times for 539 yards and five touchdowns, plus an average of 6.7 yards last year.

That's a considerable weapon.

Grogan's injury has given new value to Tom Owen, the former San Francisco starter who is New England's top backup. Owen played little in the regular season, but produced a viable offense in the late stages of the Houston playoff. The Pats think he could start for other clubs.

Last year the Patriots made one of the best picks of the draft when they selected Pitt's quarterback, Matt Cavanaugh.

Cavanaugh was recovering from a knee injury at the time of the last draft, which probably swayed other teams from selecting him on the first round.

No matter who plays quarterback, New England's offense still is propelled by the running game.

The Pats averaged 197.8 yards last year, leading the NFL in first downs, number of running plays, and net yards gained, 3165. The 197.8 and their 4.7-yard average per rush are NFL records.

Counting Grogan, the Pats had four players with more than 500 yards rushing.

Fullback Sam Cunningham gained 768 and scored eight touchdowns. Horace Ivory burst upon the scene with 693 yards, 4.9-yard average and 11 touchdowns. Andy Johnson recovered from his knee injury to gain 675 yards for a 4.6-yard average.

Don Calhoun, Cunningham's backup, played less than usual but still gained 391 yards and averaged 5.1 yards.

Behind them are two other sound backs, James McAlister and Mosi Tatupu.

When the Pats do go to the air, they have considerable talent in their receiving department. The pressure catcher is Russ Francis, one of the best tight ends in the league. He led the team with 39 receptions for four touchdowns and a 13.9-yard average.

The 33-year-old Harold Jackson was a valuable pickup from Los Angeles, despite his advancing age. He caught 37 passes for 743 yards, a 20.1-yard average and a half dozen touchdowns.

The principal game breaker is Stanley Morgan, who averaged 24.1-yards on his 34 catches and scored five touchdowns. Morgan



RUSS FRANCIS, 6-6, 242, caught 39 aeriels for 13.9 yard average.

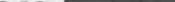
also averaged 10.5 yards as the team's principal punt returner.

Other than tight end Don Hasselbeck, the reserves don't get that much work. The Pats often employ short-yardage situations using two and even three tight ends and Hasselbeck is a vital man. Sub center Pete Brock is used as the third tight end in some situations.

The reserve wide receivers are speedy Carlos Pennywell and Don Westbrook.

The offensive line boasts two all-pros on the left side—guard John Hannah and tackle Leon Gray. The opposing defense has to think about dueling those two players before it thinks about anything else. They are the heart of the New England running game.

The rest of the line isn't bad either, with veteran Bill Lenkaitis at center, Sam Adams at right guard and Shelby Jordan at right tackle. The depth should improve with the return of two touted '78 rookies, Bob Cryder and Dwight Wheeler, from the injury list. One of these years, Brock is

FROM  **pro football weekly**

**The Total Information Package
for Today's Pro Fan**

- **Full Game Coverage:** from 1st pre-season game through Super Bowl XIV.

- **Respected HANDICAPPER'S CORNER:** weekly PFW Best Bets ran ahead of many expensive services.
- **Comprehensive LOOKING AHEAD Sections:** next week's opponents matched-up side-by-side.
- **Most Complete Statistics:** every game, team, individual pacesetters.
- **In-Depth Team Reports & Analysis:** only PFW has a writer assigned to each of the 28 teams.
- **Rosters, Transactions, and Injury Reports:** Exclusive-Updated Weekly.
- **Super Columnists:** 12 of the best-known, most knowledgeable football writers in the country.
- **Action Photos:** shot exclusively each week. Unavailable elsewhere!
- **Complete Draft Coverage:** including the authoritative PFW Rating System and SuperScout Joel Buchsbaum's weekly position-by-position evaluation.

Pro Football Weekly is published 30 times a year, and sells on the newsstand for \$2.00/copy. By subscribing direct you get a **FREE** copy of **The Scrapbook History of Pro Football** and **BIG SAVINGS** over the single-copy price. A 1/2-year subscription costs only \$19.95, a 33% Savings over the single copy price of \$30.00. You save even more on longer term subscriptions.

Try **Pro Football Weekly** today! You'll find every claim made in this ad to be true! PFW's UNCONDITIONAL MONEY BACK GUARANTEE assures your complete satisfaction.

**EXTRA BONUS GIFT
AT NO EXTRA COST**

Enclose payment with your order (thus saving the cost of billing you) and receive an Extra Bonus Gift FREE—the 64-page **1979 Pro Football Predictor** (a \$3.00 value). You get a proven system for picking winners, and week-by-week game charts.

INSTANT SERVICE: Call Toll-Free 800-621-5809. Operators on hand 24 hours/day. Credit Card Orders Only.

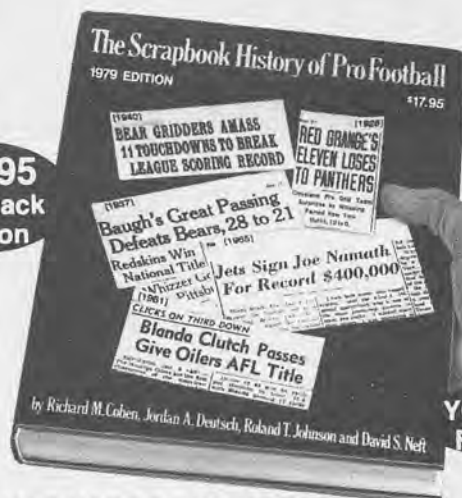
UNCONDITIONAL MONEY-BACK GUARANTEE: If for any reason you are not completely satisfied with *Pro Football Weekly*, a full refund on the remaining portion of your subscription will be sent on request. *The Scrapbook* is yours to keep.



2800 West Peterson
Chicago, Ill. 60659

**NO FOOTBALL FAN
CAN BE WITHOUT IT**

\$17.95
Hardback
Edition



**YOURS
FREE**

**1979 HARDBACK EDITION—
UPDATED & EXPANDED TO 384 PAGES**

The Scrapbook History of Pro Football (1979 edition) is a fan's treasury of sports page clippings, program notes and grand old game mementos from 1893 to the present.

All the great moments in pro football history are found in ***The Scrapbook***—the Pittsburgh Steelers' Victory over the Cowboys in Super Bowl XIII; the Vince Lombardi days at Green Bay; the 1958 Colts-Giants championship game; Sammy Baugh's great 1937 championship performance. Gripping stories that take you from the present all the way back to the days of Jim Thorpe and the beginnings of professional football.

This 384-page, 2½ pound, 8½ x 11" oversized volume comes to you in a beautiful hardback edition. The retail bookstore price is \$17.95. But it's **YOURS FREE** with a subscription to **Pro Football Weekly**.

ENTER PFW's "SUPER BOWL XIV SWEEPSTAKES"

Just check the box on the coupon below and your name will be entered in PFW's "Super Bowl XIV Sweepstakes." You could win the Grand Prize of an all expense paid trip for two to Super Bowl XIV or any one of 330 other valuable prizes. No subscription purchase is necessary to enter the Sweepstakes. Void where prohibited by law.



INTRODUCTORY SUBSCRIPTION OFFER

Pro Football Weekly 2800 West Peterson • Chicago, Illinois 60659

A9012

- ☐ **Yes, enter my subscription to *Pro Football Weekly* for the term indicated to the right. I understand that I receive, absolutely free, *The Scrapbook History of Pro Football* (1979 hardback edition, a \$17.95 bookstore value) with my subscription. I accept PFWS's Unconditional Money-Back Guarantee with its full refund on all unmailed issues should I not be completely satisfied. *The Scrapbook is mine to keep* even if I decide to cancel my subscription.**

Name _____

Address _____

- ☐ I do not wish to subscribe at this time. But please send me a copy of **The Scrapbook History of Pro Football**. I enclose \$17.95 plus \$1.00 to cover postage and handling.
- ☐ Yes, enter my name in PFW's "Super Bowl XIV Sweepstakes." I understand that a drawing for winners will be held on January 2, 1980. If I win any one of the 331 prizes I will be notified immediately.

Check one:

- ☐ ½-year (15 issues) for only \$19.95, a **33% Savings** off the single-copy price of \$30.00.
- ☐ 1-year (30 issues) for only \$34.00, a **BIG 43% Savings** off the single-copy price of \$60.00.
- ☐ 2-years (60 issues) for only \$59.00, a **BIGGER 51% Savings** off the single-copy price of \$120.00.
- ☐ 5-years (150 issues) for only \$119.00, a **SUPER 60% Savings** off the single-copy price of \$300.00.

Check one: ☐ New ☐ Renewal

Check one:

- ☐ I enclose payment. Send **The Scrapbook** to me immediately, and include as a BONUS GIFT the 1979 Pro Football Predictor.

- ☐ Please Bill Me Later. I understand that upon payment of the invoice **The Scrapbook** will be sent.
- ☐ Charge my credit card. I get both **The Scrapbook** and the 1979 *Pro Football Predictor*.

☐ Master Charge ☐ VISA Exp. Date _____

Card No.

CLIP & MAIL THIS COUPON TODAY

MIAMI DOLPHINS

PREDICTION 2nd

Don Shula, the Miami coach, is a man of action. He is not a man of second place.

For two years he watched the Baltimore Colts win the Eastern Division championship of the American Conference. Last year he watched the New England Patriots win it.

Watching gets a little old with Shula.

That's why he was the most active AFC coach in the trading market during the winter and spring. He brought in three veterans whom he hopes will make the right kind of difference in the Dolphins' won-lost record.

To return punts, he acquired Neal Colzie from the Oakland Raiders. Colzie led the league in punt returns three years ago and Shula feels he will be an improvement on young Jimmy Cefalo. Cefalo averaged 8.3 yards as a rookie, but his longest return was 26 yards and his work didn't compare with that of New England's two superb punt returners, Stanley Morgan and Mike Haynes.

Shula wants that edge and he thinks Colzie may be some of it, and possibly can win a starting job at safety in the bargain.

To challenge Steve Towle for one of the inside linebacker jobs, Shula acquired Ralph Ortega, once a No. 1 draft choice and starting middle linebacker for the Atlanta Falcons.

The most interesting addition of all is a familiar name, Larry Csonka, the fullback who symbolized the Miami offense when the Dolphins were winning Super Bowls.

Csonka is 33 now. He hasn't been an especially useful player since he was last a Dolphin in 1974. In the World Football League, he was overshadowed in Memphis by Willie Spencer. With the New York Giants, he was mostly a curiosity, an expen-

sive short-yardage fullback who wasn't even a starter for most of his stay with the team.

But Shula isn't bringing Csonka back to the team as a curiosity.

"I'm bringing him back to play regularly," says the coach. "I wouldn't bring back Zonk as a substitute."

There are other fullbacks on the Miami roster.

Jim Braxon, the former Buffalo star for whom Shula traded in the middle of last season, was too fat. Shula has little patience with overweight players.

Leroy Harris, an enormous prospect as a rookie, backslid.

So, as Shula says, "I've got my Hunkie back!"

As Shula points out, "the last four years shouldn't have taken much out of him."

Csonka dieted down from 250 to 237 for his Dolphin comeback, an indication that he can provide an intangible Shula also is seeking—leadership.

It should be interesting to see Csonka lined up alongside Delvin Williams, who made such a smash debut with the Dolphins last year, despite the absence of a quality fullback.

Williams, acquired from San Francisco in a deal heavily in Miami's favor, gained 1258 yards, despite a late-season injury. Only Earl Campbell outgained him in the American Conference. Csonka never teamed up with such a quality back, even in Miami's Super Bowl years.

There is some versatility in that spot, too, since Gary Davis, who averaged five yards in 63 carries as Williams' backup, returns. And then there is Tony Nathan, a big, swift back who had a career average of more than six yards at Alabama. He was a second-round draft choice.

The problem is in the offensive line. It was just too thin last year.

An injury at tackle forced the

DON SHULA, Coach.

Assistants: Tom Keane, Carl Taseff, Mike Scarry, John Sandusky, Bill Arnsperger, Dan Henning.

switch of Bob Kuechenberg, a top guard, to that position. It wasn't too bad, since Ed Newman, the third guard, is a quality player. But then Larry Little, the other starting guard, got hurt. Then, so did Newman.

Center Jim Langer lost his all-pro status to Pittsburgh Mike Webster, but Langer is still one of the best players in the league.

The major problem is at tackle, where Wayne Moore and Mike Current are aging and worn.

BOB GRIESE completed 63 percent of passes last year for 1791 yards.





DELVIN WILLIAMS ground out 1258 yards in '78, his first at Miami.

Young Eric Laakso wasn't ready to step in and neither were Wally Pesuit or Melvin Mitchell.

So the Dolphins used their first two draft picks to choose tackles, Jon Geisler of Michigan and Jeff Toews of Washington. They could get a lot of work late in the season.

The Miami passing game, stricken when quarterback Bob Griese was injured just before the start of the season, is still functioning well.

Don Strock isn't Griese, but he threw a dozen touchdown passes and a 53.3 completion percentage before the master returned. Griese's most notable stats were a 63 completion percentage, 11 touchdowns and 1791 yards.

Bob is still one of the best three or four quarterbacks in football and the company may be even more exclusive than that.

Guy Benjamin is the heir apparent, despite Strock's yeoman relief jobs in recent years.

Nat Moore, who caught 12 touchdown passes in '77, caught 10 more last year. Duriel Harris, his partner, gets increasingly valuable each season. He caught 45

balls last season, his second as a starter. Only three went for touchdowns, but he averaged 14.5-yards a catch.

Significantly, no wide receivers were picked in the draft. Cefalo was an impressive rookie, going a sound if unspectacular job as the punt returner and also making half his six catches good for touchdowns. His per-catch average was an eye-popping 24.2 yards.

Also available is Bo Rather, originally a Dolphin but later a Chicago Bear. With Bruce Hardy and rookie Ron Lee of Baylor available to back up starting tight end Andre Tillman, Loaird McCreary could get more work as an outside receiver.

Tillman is becoming more of a pass-catch threat, even though he is mainly a blocker. Andre had 31 receptions and three touchdowns last year.

Lee is an interesting case, a huge, swift athlete who didn't come close to realizing his enormous potential in college.

Placekicker Garo Yepremian had an outstanding season, kicking 19 field goals in 23 tries. That included a phenomenal record between the 30 and 40-yard line—only one miss in 11 tries. He was five for seven within the 40s and four for five within the 20s.

Defensively, the Dolphins' greatest improvement last year was in the pass rush. The number of sacks was doubled, even the scoring yield went up more than a point a game.

What happened to the defense is that it grew more experienced.

Nose guard Bob Baumhower and end A. J. Duhe were rookies making up two thirds of the new three-man line in 1977. Last year they were even better than their rookie seasons, which were sensational, and the improvement came despite leg injuries which slowed both of them in the early part of the season. Baumhower, in fact, wasn't even expected to play at all in '78, but he did.

The veteran member of the trio is Vern den Herder, who had a spectacular season. He led the team with nine sacks (Duhe had eight) and forced three fumbles. He's not an old vet, either, just 30.

Behind the starters there isn't much depth, but at least one quality prospect. That's big Doug Betters, who had to start as a rookie when Duhe was hurt.

After Betters there are Carl Barisich, who understudies Baumhower, and John Alexander. Shula must have some confidence in them because he didn't draft a defensive lineman until the ninth round.

The linebacking may become the team's principal defensive strength this season. The outside backers are quality youngsters, Kim Bokamper on the left side and Larry Gordon on the right. Bokamper is a skilled weak-side blitzter. He recorded eight sacks last season. He also blocked a field goal and a punt, with the blocked punt producing a safety.

The addition of Ortega will probably give Bill Arnsparger, the assistant head coach who handles the defense, more room for versatility, although Ralph's knee problem flared up again in Miami.

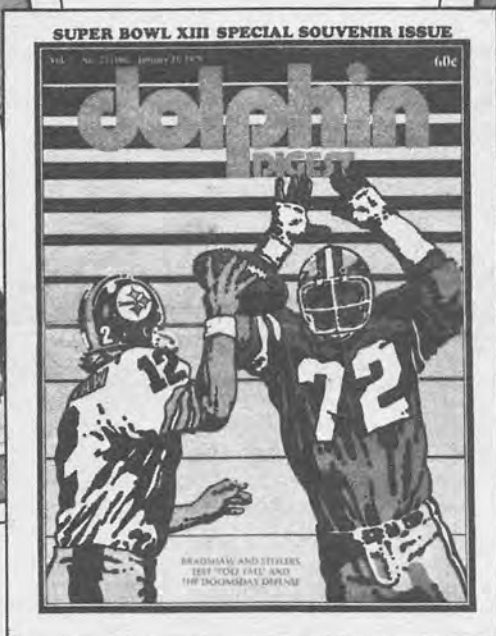
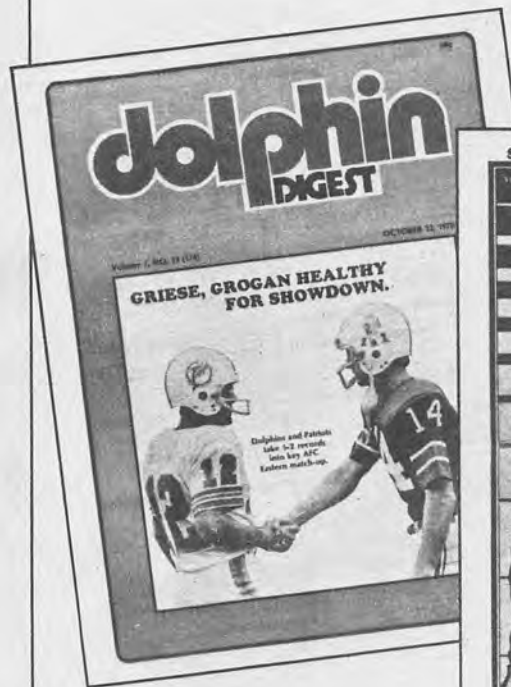
Rusty Chambers, who kicked around in New Orleans, has de-

GARO YEPREMIAN was deadly in '78, making 19 of 23 field goals.



MIAMI DOLPHIN FANS

SUBSCRIBE NOW TO
THE DOLPHIN DIGEST
AND GET IN ON
ALL THE 1979 ACTION!!



FREE
'79 Media Guide
with every
Subscription

The Miami Dolphins look to be strong Super Bowl Contenders in 1979! There's only one publication that is **devoted exclusively to bringing Dolphin fans the inside story on the team.** It's the DOLPHIN DIGEST, the weekly newspaper that's written for every Dolphin Fan.

Published weekly 26 times each season (mid-July through January) the DOLPHIN DIGEST brings you:

- Game Coverage
- Top Columnists
- Action Photos
- Rosters for Upcoming Games
- The Wizard of Grid
- Countdown to Kickoff
- The NFLmanac
- Comprehensive Team Statistics
- And More

FREE GIFT FOR DOLPHIN FANS!

Along with your subscription you'll receive a **FREE** copy of the **Official '79 Miami Dolphin Media Guide.** In it you'll find:

- Player Statistics
- '79 Season Preview
- Team Records
- '78 Season Review
- Player Profiles & Photos
- And More.



The DIGEST is **must reading** for Dolphin fans in Miami . . . and throughout the country. It's the only place to really get to know the Dolphins. Act now and send for your own subscription to the DIGEST. Get in on all the 1979 action!!

- A one-half year subscription (13 weekly issues beginning the last week of July) costs only \$8.95, just 69¢ an issue.
- A one-year subscription (26 weekly issues) costs only \$13.95, just 54¢ an issue.
- A two-year subscription (52 issues) costs even less—\$24.95, just 48¢ an issue.

UNCONDITIONAL SATISFACTION

GUARANTEE: You must be **fully satisfied** with your subscription to the DOLPHIN DIGEST, **or your money-back.** If at any time, for any reason, you are not 100% satisfied with the DIGEST, a full refund on the unmailed portion of your subscription will be sent.

FIRST CLASS MAIL SERVICE

AVAILABLE: If you are subscribing from outside Florida, you may want to consider First Class Mail Service. For only \$13.00 per year **in addition** to the cost of your subscription, your subscription copies will be sent by First Class Mail. Just check the box on the coupon.

INTRODUCTORY SUBSCRIPTION OFFER

The DOLPHIN DIGEST • Box 431459 • Miami, Florida 33143

PA

- ☐ **YES, I want to follow the Miami Dolphins in 1979!** Enter my subscription for the term indicated. I have enclosed payment with my order (or charged my credit card). I accept the "UNCONDITIONAL SATISFACTION Guarantee" which assures that I'll be **100% pleased or my money back.** Please send my **FREE '79 Dolphin Media Guide.**

Check One:

- ☐ 1/2-year (13 issues) for only \$8.95
- ☐ 1-year (26 issues) for only \$13.95
- ☐ 2-years (52 issues) for only \$24.95
- ☐ Send my subscription by **FIRST CLASS MAIL.** I have enclosed \$13.00 per year in addition to the cost of my subscription.

Check One:

- ☐ I enclose payment with this order.
- ☐ Charge my credit card:
- ☐ VISA ☐ Master Charge

Card Number: _____

Expiration Date: _____

Name _____

Address _____

City _____

State _____

Zip _____

Check here if this is a renewal: ☐

BUFFALO BILLS

PREDICTION 3rd

The Bills are learning all over again under Chuck Knox.

When Knox came to Buffalo from the Los Angeles Rams last year, he discovered that he had to revamp the entire football operation. So far it's a question of learning to walk before you can run for the Bills.

The Bills have to content themselves with small triumphs.

Last year they were 5-11, but the five victories were more than they had compiled the previous two years. They won two of their last four games. They were in 10 games in which the margin of loss or victory was a touchdown or less.

Under Knox, they are learning to score again. Their 302 points were more than four of the eight playoff teams scored last year.

They are also learning not to give up. Their biggest aggregate scoring came in the fourth period last year, 122 points.

When they finished the season, there was no "run-for-the-bus" game, a Bills' tradition in recent years. They defeated the Colts in Baltimore, 21-14, in that finale.

Now Knox has to devise some way for the opposition to be stopped.

Buffalo had the worst record in the league against the run. The enemy averaged 201.8 yards on the ground against the Bills. That tread all over Knox's defensive motto: "The first thing you have to do is stop the run."

That sad statistic makes the Bills' "good news" sort of laughable. The good news was that Buffalo led the NFL in pass defense. But when you are running so successfully against a team, why bother to pass?

The truth is that the Bills need plenty of help there, since they had the worst pass-rush statistic in the NFL, just 22 quarterback sacks in 16 games.

The first moves toward repairing the defense were made last year. Two starters were chosen for the all-rookie team. They were defensive tackle Dee Hardison and outside linebacker Lorenzo Sanford. Hardison had 81 tackles and finished second in sacks, with 4½. Sanford led the team in tackles with 116, in sacks with five, blocked two field goals and a punt. No Bill had blocked a field goal since 1974.

Corner back Charles Rome played what amounted to his first full season and showed immense promise. He had the longest interception return of the season in the AFC, an 85-yard touchdown run with a pass stolen from Richard Todd of the New York Jets.

This season there will be an even larger injection of youth.

One of Knox's first major moves last year was trading O.J. Simpson to San Francisco for a flock of draft choices. One of them turned out to be the top pick in the entire draft this year.

With that pick, the Bills drafted middle linebacker Tom Cousineau of Ohio State.

Buffalo has been without a quality middle linebacker for a decade. Cousineau is expected to be the stopper, the 6-2½, 228-pound policeman who will change the Bills' performance against the run.

Knox drafted another linebacker, Little All-American Jim Haslett of Indiana, Pa., State, on the second round. Haslett didn't play the type of competition that would allow him to be projected as an instant starter, like Cousineau, but it would be no surprise if he pushed the incumbent strong-side linebacker, Shane Nelson.

The Bills used another second-round pick to draft quick, strong and "come-on-every-play" defensive tackle Fred Smerlas of Boston College. Smerlas' team didn't win a game last year, but

CHUCK KNOX, Coach.

Assistants: Tom Catlin, Jack Donaldson, Elijah Pitts, Ray Prochaska, Kay Stephenson, Jim Wagstaff, Willie Zapalac, Steve Moore.



TOM COUSINEAU, No. 1 NFL pick, bolsters Bills linebacking corps.

he earned a reputation for giving everything he had on every down. He is expected to push veteran tackle Mike Kadish.

Another possibility is for the Bills to switch to the 3-4, play Smerlas at nose guard, Hardison at end and use both Cousineau and Haslett as inside linebackers.

Another youngster almost certain to break into the defensive lineup is Scott Hutchinson, chosen with a second-round choice last year. The rugged end was the first payment in the O.J. trade. He couldn't push past veteran Sherman White last season, but this year he is the favorite.

If the Bills stay in the four-man front, incumbent end Ben Williams could be pushed by Phil Dokes, whose quickness prompted Knox to switch him



JOE DeLAMIELLEURE, Buffalo's 7-year veteran and perennial all-pro, makes good use of 6-3, 245-lb. frame.

DEE HARDISON, 6-4, 269, Bills defensive tackle, was outstanding in rookie campaign of '78, making 81 tackles.

from tackle to an end position.

The backup linebacker positions will be a scramble among Dan Jilek, Tom Graham, Randy McClanahan, Tom Ehlers and Doug Becker.

Romes' partner at corner back is the steady Mario Clark, who led the team in interceptions with five. Eddie McMillian and punt-return ace Keith Moody back them up. Moody had one of the best return averages in the league, 12.6 yards. He returned one 82 yards against Houston for a touchdown.

Rookies Jeff Nixon, who had 23 career interceptions at Richmond, and Rod Kush of Nebraska-Omaha, will take aim at the safety job held by Doug Jones.

The Bills' made a beneficial trade with Los Angeles to acquire veteran free safety Bill Simpson. He is Knox's type of player, hard-tackling and aggressive. Tony Greene, the incumbent, is a finesse player.

The season before Knox came to Buffalo, the Bills threw the football more than any team in the NFL, more than any club in the franchise's history. Knox changed that.

Using a platoon of young backs, the Bills returned to the running game and the scoring average went from 11 points a game to 19 points a game.

Exhibit "A" was Terry Miller, last year's No. 1 draftee who

gained 1060 yards as a rookie. He started slowly but finished fast, with a 200-yard game and two of more than 100 in his last four contests.

He was paired with super freshman Earl Campbell of Houston, on the all-rookie team. Miller also catches the ball well.

Miller averaged 4.5 yards a carry. His partner, second-year pro Curtis Brown, averaged 4.6 yards in 128 carries while backup Roland Hooks averaged 4.7 in 76 carries.

Brown, a return star as well as a small-type fullback, contributed 1149 all-purpose yards, including the longest kickoff return of the year in the NFL, a 102-yarder for a touchdown against Baltimore.

A larger role this season could go to Dennis Johnson, a swift, 220-pound fullback who did well in the last few games of his rookie season.

Mike Collier, a promising ex-Steeler who missed 10 games with injury, and Steve Powell are other backups.

The Bills' passing game is in the hands of Joe Ferguson, Buffalo's starting quarterback since his rookie season of 1973.

Fergy threw the football 127 fewer times than he did in '77, but his touchdown pass total increased from 12 to 16 and his interception total dropped from 24 to 15.

Veteran Bill Munson is the first to get the call if Ferguson falters, but Knox is looking for a youngster to develop. He has David Mays, once a Cleveland Browns' pinch passer, but he drafted Dan Manucci of Kansas State, considered a good player on a poor team, and Mississippi State's David Marler, the leading passer in the Southwestern Conference, who is also a placekicker.

Ferguson has an exciting new target.

The Bills used their own first-round draft choice, the fifth in the entire draw, to select Clemson's Jerry Butler, considered the best wide receiver in the draft.

Frank Lewis, acquired from Pittsburgh, had one of his best years, with 41 catches, a 17.9-yard average and seven touchdowns, but Lewis is 32 and, even though he wasn't hurt last year, has a history of injuries.

Bob Chandler licked early knee problems to lead the team in catching again with 44 receptions, a 13.2-yard average and five touchdowns.

Behind them is Lou Piccone, the special teams demon, who caught two touchdown passes. Coming off the injury list is John Holland, a one-time starter, who missed all last season due to injury, as did highly-rated rookie Danny Fulton, veteran Len Willis and free agent Willie Zachery.

The tight end is Reuben Gant,

H-H COLLEGE & PRO FOOTBALL TIMES

3 YEAR
SUBSCRIPTION

3 YR.
54 ISSUES
plus
3 BOWL EDITIONS
a 60% savings



2 YR.
36 ISSUES
plus
2 BOWL EDITIONS
a 50% savings

1 YR. 18 ISSUES plus BOWL EDITION a 40% savings

H-H COLLEGE & PRO FOOTBALL TIMES

405
536-4334



H&H FOOTBALL TIMES IS A COMPLETE INFORMATION PACKAGE FOR TODAY'S GAMBLER. COLLEGE OR PRO IT CONTAINS FACTS AND FIGURES THAT WOULD TAKE SEVERAL OTHER SOURCES TO COMPILE. LOOK NO FURTHER - LET H&H FOOTBALL TIMES PUT IT ALL TOGETHER FOR YOU WITH ITS FULL COVERAGE HANDICAPPING SERVICE.

- POINTSPREAD INFORMATION: COMPLETE COLLEGE AND PRO POINTSPREAD SUMMARY UPDATED WEEKLY ON ALL MAJOR TEAMS
- COMPUTER BIO MATCHUPS: ANALYSIS OF BIO'S AND A BIO GAME OF THE WEEK (LAST SEASON A WHOPPING 80 PERCENT)
- 24 HOUR SCORES: H&H FOOTBALL TIMES OPERATES A 24-HOUR TELEPHONE SCOREBOARD FEATURING FOOTBALL, BASKETBALL AND BASEBALL SCORES FAST AND FIRMS
- FULL TIME HANDICAPPING: 6 TOP COLLEGE SELECTIONS AND 4 TOP PRO PICKS THAT HAVE BEEN RECOGNIZED AS THE PLAYS TO MAKE. (ALL PLAYABLE GAMES ARE HANDICAPPED)
- WEEKLY SCHEDULE: LISTING STARTING TIME, LOCATION AND OPENING LINE
- COMPLETE STATS: STATISTICAL INFORMATION SPELLED OUT IN 53 DIFFERENT AREAS
- 1979 SCHEDULE: COLLEGE AND PRO 1979 SCHEDULE UPDATED WEEKLY WITH SCORES AND LINES
- OTHER FEATURES OF THE FOOTBALL TIMES INCLUDE COMPLETE POWER RATING TABLES - ACCURATE COLLEGE AND PRO TEAM PHONE INFORMATION NUMBERS - WEATHER INFORMATION NUMBERS - MONDAY AND THURSDAY NITE GAMES OF THE WEEK - PLUS MANY OTHER FEATURES SURE TO HELP YOU TO A WINNING SEASON.

THIS IS OUR BEST WRITTEN SERVICE

- OUT LAST MINUTE BULLETIN IS A WEEKLY PUBLICATION WITH ONLY TOP COLLEGE AND PRO SELECTIONS. MAILED ON MONDAY. IT IS THE LATEST POSSIBLE PIECE OF WRITTEN INFORMATION AVAILABLE
- SERIES RECORDS: THE LMB LISTS THE SERIES RECORDS FOR THE TEAM MATCHUPS
- PREVIOUS MEETINGS: THE LMB TRACKS THE LAST THREE PREVIOUS MEETINGS WITH SCORES AND LINES FOR TOP PICKS
- THIS PUBLICATION IS MAILED SPECIAL DELIVERY.



H&H FOOTBALL TIMES ALSO OFFERS A COMPLETE SCHEDULE SERVICE OFFERING - ACCURATE TIME - LOCATION - TOURNAMENT INFORMATION AND THREE WEEKS OF TEAM MATCH-UPS IN A 8 X 7 SIZE FOR EASY READING - WIDELY USED IN LAS VEGAS.

H&H FOOTBALL TIMES ALSO OFFERS A FINE DAILY PHONE SERVICE COVERING THE THREE MAJOR SPORTS: FOOTBALL, BASKETBALL AND BASEBALL. THE PHONE SERVICE STAFF IS ON CALL FROM 9AM TO 7PM. 7 DAYS A WEEK TO BETTER SERVE YOUR NEEDS WITH THE LATEST UP TO DATE INFORMATION.

INJURIES: OUR PHONE SERVICE TRACKS ALL CURRENT INJURIES AND ROSTER CHANGES DAILY.

TOP STARS PICKS: GAMES ARE STAR-RATED BY OUR PHONE SERVICE FOR PROPER MONEY MANAGEMENT.

PERSONAL SERVICE: OUR STAFF IS WELL QUALIFIED TO HELP YOU WITH ANY PAYABLE GAME. PARLAY OR TEASER YOU NEED HELP WITH. DON'T BE MISINFORMED. DISCUSS IT WITH US.

EXECUTIVE PHONE SERVICE

• FOR THE BIG MONEY PLAYERS ONLY • FEATURING

EARLY LINE INFORMATION FOR THOSE RARE MIDDLE PLAYS - PRIVE PHONE NUMBER FOR IMMEDIATE ATTENTION - 10 + EXECUTIVE RELEASERS NOT GIVEN TO OUR REGULAR CUSTOMERS - FOUR SPORTS MINDED PROFESSIONAL HANDICAPPERS TO WORK WITH EXECUTIVE CUSTOMERS ONLY - EXECUTIVE PLAYS MUST MAKE PAYING CRITERIA TO BE PAYABLE.

SERVICE NO. 1

FOOTBALL TIMES

- \$3.00 per issue, \$54.00 value
(Add \$36.00 per year for sp. del.)
- ☐ 1-year (18 issues) for only \$32.00, a 40% savings
 - ☐ 2-year (36 issues) for only \$54.00, a 50% savings
 - ☐ 3-year (54 issues) for only \$65.00, a 60% savings

SERVICE NO. 2

LAST MINUTE BULLETIN

- \$7.50 per issue, \$135.00 Value
MAILED SPECIAL DELIVERY
- ☐ 1-year (18 issues) for only \$81.00, a 40% savings
 - ☐ 2-year (36 issues) for only \$135.00, a 50% savings
 - ☐ 3-year (54 issues) for only \$162.00, a 60% savings

SERVICE NO. 3

H&H PHONE SERVICE

- \$700.00 per season - 21 weeks
(will receive free non-refundable season)
- ☐ 1-year (21 weeks for only) \$420.00, a 40% savings
 - ☐ 2-year (1979&1980) for only \$700.00, a 50% savings
 - ☐ 3-years (1979,1980&1981) for only \$840.00, a 60% savings

SERVICE NO. 1 & 2

H&H SPECIAL COMBO

- \$10.50 per week, \$189.00 per year
- ☐ 1-year (18 issues per service) for only \$113.00, a 40% savings
 - ☐ 2-year (36 issues per service) for only \$189.00, a 50% savings
 - ☐ 3-year (54 issues per service) for only \$227.00, a 60% savings

SERVICE NO. 1, 2 & 3

H&H SUPER COMBO

- \$889.00 Value per Year
- ☐ 1-year (18 issues per service) only \$533.00, a 40% savings
 - ☐ 2-year (36 issues per service) only \$889.00, a 50% savings
 - ☐ 3-year (54 issues per service) for only \$1,086.00, a 60% savings

GUARANTEED POSTAL DELIVERY:
new system guarantees your weekly copy will arrive by Thursday of each week. But, if you are troubled by poor postal service, we'll send your paper by First Class Mail at no extra charge.

Prices have increased in postage, cost of living, utility rates, taxes, insurance and most of our competitors foldout handicapping sheets. But not H&H! We have increased the size 3 times over plus two additional weeks of professional football coverage, but have continued our 1975 prices to you, our customer.

Call Now...!
To enter
your subscription
(405)
536-4334

ORDER BY MAIL...TODAY!

Send Checks To
H&H SPORTS PUBLICATIONS, INC.
P.O. Box 5446, Lawton, Okla. 73504

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____
ACCOUNT # _____

**Subscribe Today
And Get With The Winners!!**

Please check if using:



SIGNATURE _____ EXPIRATION DATE _____
CREDIT CARD NUMBER _____

Kyle Rote's Sportsform

The Weekly Encyclopedia of Football & Basketball



Kyle Rote's Revolutionary Formula Predetermines Winners

The Most Comprehensive Source of Football (and Basketball) Reference Information Anywhere! (...and the Las Vegas Bookmakers Know It!)

There is panic in the pointspreads.

And it is time for you to be ahead of the times.

Sportsform has been banned in Las Vegas and that means if you are reading it, you have access to information that is making the bookmakers look hard at their pointspread betting rules.

They are street smart out there in Vegas and they want everything to go their way. Remember the man from Utah who perfected a system of counting the deck, and walked away with a cool \$100,000 in winnings? They stopped his perfectly legal system, changed operations so it couldn't happen again. His way of play has been outlawed in every casino on the Nevada Strip. They don't play blackjack that way any more.

That's what is happening with **Kyle Rote's New Statistical Formula**.

All the new facts for pre-determining pointspread winners in college and pro football were put into computers.

Pre-analysis of every factor was made in dry-run testing, using information that had to affect the outcome. In hundreds of tests the **Kyle Rote Statistical Formula** worked successfully.

And the word leaked out. Thus, in Las Vegas, the betting capital of the Universe, where no bookmaking establishment is willing to risk wagers against a sure thing, the decision was made to ban the sale of **Sportsform**.

So what if **Sportsform** is banned in Las Vegas?

It is not banned to you.

You can have this informative weekly throughout every football and basketball season

and we will tell you now—unconditionally—if it is not everything we say it is, we'll give you your money back.

On Sale
At All Newsstands
\$3.00 Weekly

★ Not a tipsheet or newsletter - Average Issue 64 pages ★

YOUR OWN PRIVATE HOTLINE

The last-minute word in grid information. Now you can be assured that no pertinent late-breaking football information will escape your scrutiny . . .

the confidential communique

...The last-minute word in grid information . . . takes up where **KYLE ROTE'S SPORTSFORM** leaves off: Every week you can look forward to a detailed last-minute report, consisting of in-depth analysis of late-breaking information from a "multi wire," plus: Line fluctuations in various sections of the country, reported and analyzed from over 100 sources. Complete pointspread breakdown for every team, college and pro, in the country, including: record as favorite—record as underdog—etc., plus an analysis of the pointspread winners and losers and why it all happened. Re-evaluation of injuries from the "wire" as well as our private sources of information. 4 to 7 games super predictions, complete with analysis and predicted final scores. Our up-dated sureshot winners after all late-minute data have been carefully scrutinized. "Inside" information not available to the general public. By mail only privately to you.

SOLD BY MAIL ONLY!!

the Confidential Communique

Featuring the latest behind-the-scenes information

Published by Sportsform Inc.

Copyrighted in Washington Banned in Las Vegas

Information So Comprehensive Absolutely Nothing Is Missing

Page 7, first team
on the page

Head Coach

Nickname

Log of past games

Complete schedule

Individual game analysis
by professional
correspondents

Scoring sequence

Complete game
statistics

Season's statistical
totals for team
with differential

Season's average
point totals
plus average
win & loss
margins

Season's
pointspread
record

Results of
last year's
game

Preview of
upcoming game

Season's record

Playing surface

weekly log of team's
power rating

Current
power rating

(7-3) MICHIGAN Bo Schembechler Wolverines Power Rtg.: 124 (119) (120) (122) (124) (123) (121) (122) (123) (123) (123) (124)		(9-1) AT Woody Hayes Buckeyes Power Rtg.: 114 (119) (122) (110) (116) (114) (112) (114) (114) (115) (115) (114)		(7-2-1) OHIO ST. NT Power Rtg.: 114 (119) (122) (110) (116) (114) (112) (114) (114) (115) (115) (114)	
1978 Schedule S 16 Illinois 70 (+23)(+25) 31-0 23 at N'Dame 122 (P)(-1) 28-14 30 Duke 100 (+16)(+17) 45-0 O 7 Arizona 85 (+22)(+21) 21-17 14 Mich. St. 113 (+15)(+15) 15-24 21 at Wisc. 78 (+17)(+15) 12-10 28 Minn. 80 (+23)(+23) 34-0 N 4 at Iowa 74 (NL)(NL) 59-14 11 at N'western 58 (NL)(NL) 24-6 18 Purdue 83 (+15)(+1) 1-30 25 at Ohio St. 115		1978 Schedule S 16 Penn St. 123 (F7)(+6½) 0-19 23 at Minn. 81 (+17)(+17½) 27-10 30 Baylor 87 (+14)(+14) 34-28 O 7 SMU 74 (+13)(+13) 35-35 14 at Purdue 80 (+10)(+7½) 16-27 21 Iowa 75 (+16)(NL) 31-7 28 N'western 59 (NL)(NL) 63-20 N 4 at Wisconsin 75 (+18)(+18) 40-14 11 Illinois 64 (NL)(NL) 45-7 18 at Indiana 83 (+16)(+15½) 21-18 25 Mich. 123		Game No. 3 Michigan's ground game... Tailback Harlan Huckleby... and scored two touchdowns... gained 73 yards on eight... just four times. The Wolverines... 47 yards through three... Michigan	
Game No. 3 Opponent's Power Rating S. 16 Penn St. 123 23 at Minn. 81 30 Baylor 87 O. 7 SMU 74 14 at Purdue 80		Closing Line Opening Line Final Score *Pointspread Winner Against 0-19 Closing Line 27-10 34-28 35-35		Plus ... Power Action Points pro football NATIONAL CONFERENCE PR OR DR WEF HT Maximum Ratings 148 67 49 5 3 Eastern Division Dallas Cowboys 148 63 47 4 3 college football PR OR DR WEF HT	
Totals 1st Downs 228 Rsh. Att. 635 Rsh. Yds. 2681 Avg. Rsh. 4.2 Ps. Comp. 65 Ps. Att. 124 Ps. Yds. 1095 Had Int. 4 Ret. Yds. 295 Punts 46-50.5 Fum.-Lost 21-10 Pen.-Yds. 37-375		Points MICH OPP Avg. Pts. Scored Home 29.7 Avg. Pts. Scored Away 40.7 Avg. Win Margin Home 40.7 Avg. Loss Margin Home 26.0 Avg. Win Margin Away 9.0 Avg. Loss Margin Away 33.8 1978 Points Spread Actual Record Home 5-1 Spread Record Away 4-0 Rec. as Favorite 4-2 Rec. as Underdog 2-0 Favorite vs. Spread 5-1 Underdog vs. Spread 0-0		Points OSU OPP Avg. Pts. Scored Home 34.7 Avg. Pts. Scored Away 28.3 Avg. Win Margin Home 27.7 Avg. Loss Margin Home 19.0 Avg. Win Margin Away 18.3 Avg. Loss Margin Away 11.0 1978 Points Spread Actual Record Home 4-1-1 Spread Record Away 3-1 Rec. as Favorite 0-3 Rec. as Underdog 2-1-1 Favorite vs. Spread 0-0 Underdog vs. Spread 0-0	
Last Year's Game Nov. 19, 1977 Substitute tailback Roosevelt Smith ran one yard for a touchdown in the second quarter, quarterback Rick Leach went two yards for a score in the third quarter, and the Wolverine defense yielded only a pair of field goals to the Buckeyes as Michigan defeated Ohio State, 14-6.		Series Record: Michigan 41-28-5 Last Game: 1977: Michigan (-1) 14, Ohio St. 6 Columbus is the site of this season's Big Ten title game with a Rose Bowl bid awaiting the winner... Undoubtedly the Wolverines are the better football squad as the Buckeyes have definite weaknesses in the secondary and are inexperienced at the quarterback position. PREDICTION: Michigan 19, Ohio St. 13		There are five ratings for each team in the Power Action Points Table: Power Rating (PR) Defensive Rating (DR) Offensive Rating (OR) Home Team Rating (HT) Winning Edge Factor (WEF) Defensive Rating (DR) Included Every Week in the Sportsform you'll get the Amazing Power Action Points. Power Action Points is a Complete Rating Table Every Week in the Sportsform. We do the updating . . . You do the winning Every Week vs. the Spread.	

NEW YORK JETS

WALT MICHAELS, Coach.

Assistants: Bob Fry, Joe Gardi, Dan Sekanovich, Bob Ledbetter, John Idzik, John Mazur, Joe Haering, Pete McCulley.

PREDICTION 4th

Before the 1978 season began, one of the pre-season prophets fed what he considered all the pertinent data into his computer and came out with the prediction that during the Jets' 16-game season, they would win only once.

Walt Michaels, the rugged philosopher from the Pennsylvania coal fields, considered the prophecy, its scientific basis and responded: "garbage in, garbage out."

It turned out to be a matter of man over machine.

The Jets weren't eliminated from the playoff race until the 16th and final week of the season. They were one of the surprises of the season and they will have to be reckoned with this year, too, because Michaels' own input is decidedly not garbage.

The Jets played .500 football last year, winning eight and losing eight. But a sample of the Michaels' style came on Nov. 5, in Denver. Just a week before, the Jets had been humiliated by New England, 55-21. But they upset the Western Division champions of the American Conference when Matt Robinson and Wesley Walker connected for a 75-yard touchdown pass with 5:45 to play.

New York beat Miami twice and lost a controversial 19-17 rematch with the Patriots on an incredibly chintzy officials' call.

But don't get the idea that Walt Michaels IS the franchise. This is a solid organization now, in better shape than it has been since the Super Bowl team of a decade ago.

One example is the drafting record of the Jets' scouting department. New York has been uncanny in the middle and late rounds when much of the opposition is dozing.

Take the case of Robinson, a second-string quarterback out



of Georgia. He wasn't drafted until round nine in 1977, but last season, when starter Richard Todd suffered a knee injury, Robinson was a sensation, making big play after big play as the Jets bid for the playoffs.

He did so well that the Jets now are considered a two-quarterback team, with accompanying worries about divided loyalties among the other players.

The coach was asked what he planned to do about the two-quarterback problem.

"Having two good quarterbacks isn't a problem," said philosopher Michaels. "The problem is when you don't have one."

Kevin Long was a lightly regarded running back out of South Carolina in '77 when the Jets drafted him on round seven. Last year he gained 954 yards, averaged 4.5 yards a carry and scored 10 touchdowns.

Long also justified a decision made by Michaels at draft-time. The coach decided to pass up Terry Miller, the brilliant Oklahoma State running back, to take offensive tackle Chris Ward of Ohio State. Michaels' reasoning was that you can find decent running backs, but great offensive linemen are difficult to obtain

RICHARD TODD, above, returns after knee operation and figures to be battling MATT ROBINSON for the starting quarterback job.



and can play for 10 years or more.

Ward teamed with the '77 first-round draft choice Marvin Powell, to form what Michaels called his "bookend tackles." Long was the decent running back Michaels found to run through their holes.



WESLEY WALKER made 48 catches for 1169 yards, 8 TDs last season.



RANDY RASMUSSEN is lone holdover from Jets Super Bowl triumph.

The Jets have been making the right moves with their top draft choices. Two years ago, many NFL teams shied away from super receiver Wesley Walker because of the knee injury he suffered in his senior year. The Jets gambled and won on the second round.

Last season Walker had the best per-catch average in the NFL for the second straight year. His 48 catches averaged 24.4 yards. He also had the most receiving yardage, 1169, in the NFL in a decade. He had four games with 100 yards or more in receptions, leading the league.

He was sensational (touchdown catches of 77, 75, 56, 48, 47, 43, 38 and 33 yards), but he was also consistent, with a consecutive game streak of 30, which is still alive.

While Walker was attracting constant double coverage, rookie Derrick Gaffney, another low-round find, was taking advantage of his breathing room with 38 receptions for an 18.2-yard average.

Not that the Jets' future is made, even on the more settled offensive platoon. There are holes or deficiencies.

Other than the two tackles, the Jets' offensive line isn't all that impressive, although the coach sees a big future for it. The foremost improvement came from

Joe Fields, the center, who seems to have solved a trouble spot. Randy Rasmussen is still a first-rate guard, but at 34, how long can he go on? Dan Alexander is another draft gem, a defensive tackle who was picked on round eight, then shifted to guard, where he has thrived.

Tackle John Roman is the only reserve with much background on the offensive line.

Jerome Barkum is still a dangerous receiver as the tight end, with young Mickey Schuler available for short-yardage situations. The reserve wide receivers, Bobby Jones, Kevin Bell and Bruce Stephens have almost no track record.

Long's running mate was Scott Dierking, a workhorse type who became a dependable blocker in his second season. Ex-starter Clark Gaines can fill in at halfback or fullback.

With the exception of Bruce Harper, a special case, the rest of the cast isn't much. It includes special teams' commandos Darnell Powell and Tom Newton, plus Jim Earley, whose rookie season was wiped out by injury.

Harper is a special case because he is the teams' ultimate utility player.

Used as a runner, pass receiver, punt returner and kickoff returner, Harper gained 2157 yards in his all-purpose role. Not

even Joe Washington, more highly-publicized Baltimore star, could do that.

He averaged 5.2 yards from scrimmage, 15.1 as a receiver, 12.6 (third best in the NFL) as a punt returner and 23.3 as a kick-off returner.

At 5-8 and 182 pounds, his only problem is size, which is why Michaels is careful how much he uses him.

The offense revolves around the quarterback, however.

Todd threw for six touchdowns in his first two games, both Jet victories, before suffering an injury. Robinson then threw 13 touchdown passes and gained 2002 yards in his relief role.

There is a third quarterback, young Pat Ryan, on whom Michaels is high.

If things continue as they are, the question of who does the playing may be answered by opposing defenses. The Jets allowed their quarterbacks to be sacked 43 times for 340 yards in losses, an indication that Michaels may be doing some wishful thinking when he heaps praise upon his offensive line.

Michaels' biggest projects are on defense.

The Jets yielded 364 points last year. Only Baltimore gave up more in the entire NFL. The team's record against the run was worse than it was the year before,

★ SCORE ★

CAN MAKE YOU RICH \$\$

<p>★ SCORE ★</p> <p>AMERICA'S #1 RATED SPORTS FORECASTING NEWSLETTER</p> <p>"STEAM" COMING LATE TELEPHONE SERVICE HONORED !! "LOCK OF THE YEAR" NOVEMBER 18</p> <p>PRICE: \$2.00 VOL. 7, NO. 11 NOV. 8, 1978</p> <p>IN THIS ISSUE READ ABOUT: "HAWAIIAN HOTLINE" BEAT JONES NATALIE WOOD "TURKEY SHOOT" ERROL FLYNN SONNY LISTON BOB GRISSE BLAKE STARR BLACK HERON LEON SPINKS MICKEY ROONEY ED SMITH MASTERCHARGE 617-482-0505</p>  <p>MARK HERRMANN KEYS PURDUE ROSE BOWL CHASE!</p> <p>SPORTFOLIO PUBLICATIONS • SUITE 321 • 120 TREMONT ST. • BOSTON, MA 02108</p>	<p>★ SCORE ★</p> <p>AMERICA'S #1 RATED SPORTS FORECASTING NEWSLETTER</p> <p>IT'S LOCK WEEK \$\$ FOR DETAILS: CALL 617-482-0505</p> <p>PRICE: \$2.00 VOL. 7, NO. 12 NOV. 15, 1978</p> <p>IN THIS ISSUE READ ABOUT: WESTERN UNION WILT CHAMBERLAIN SUZANNE SOMERS "HAWAIIAN HOTLINE" JOE MONTANA PAUL DIETZEL MASTERCHARGE "ROOSTER" BUTLER ROGER STAUDACH JERRY BUTLER GAIL SATERS SCOTT BULL "TURKEY SHOOT" CRAGG WORTON "DODGE"</p>  <p>EDDIE LEE IVERY SETS N.C.A.A. RUSHING RECORD!</p> <p>SPORTFOLIO PUBLICATIONS • SUITE 321 • 120 TREMONT ST. • BOSTON, MA 02108</p>	<p>★ SCORE ★</p> <p>AMERICA'S #1 RATED SPORTS FORECASTING NEWSLETTER</p> <p>\$ WE BROKE \$ \$ LAS VEGAS \$</p> <p>PRICE: \$2.00 VOL. 7, NO. 13 NOV. 22, 1978</p> <p>IN THIS ISSUE READ ABOUT: LOCK PARTIS DARRIN NELSON BOWL BONANZA JIM THORPE SAMMY THE OWL BOB SIX BILL WALDRY MIKE WHITE TARZAN JOEY BOSTON RINGO STARR JULIE ST. JOHN ARCHE BUNKER THE LOCK TEAM BASKETBALL</p>  <p>CAN YOU IDENTIFY THESE THREE MEN?</p> <p>SPORTFOLIO PUBLICATIONS • SUITE 321 • 120 TREMONT ST. • BOSTON, MA 02108</p>	<p>★ SCORE ★</p> <p>AMERICA'S #1 RATED SPORTS FORECASTING NEWSLETTER</p> <p>IS 87% GOOD ENOUGH? ALI-SPINKS TITLE FIGHT PREVIEWED LATE TELEPHONE SERVICE 7-1 FOR THE YEAR</p> <p>PRICE: \$2.00 VOL. 7, NO. 2 SEPT. 18, 1978</p> <p>IN THIS ISSUE READ ABOUT: JOHNNY MARCUS MARLON BRANDO CUNT TURNIPSEED MR. KATTEL ART SCHLICHTER RASCAR GEORGE HAMILTON WILLIE WATTS WATTS LINES MARK HERRMANN JOE PATERO CHECK SCORE</p>  <p>RAQUEL WELCH STUNNED BY CHARGERS CONTROVERSIAL LOSS !!!</p> <p>SPORTFOLIO PUBLICATIONS • SUITE 321 • 120 TREMONT ST. • BOSTON, MA 02108</p>
<p>★ SCORE ★</p> <p>AMERICA'S #1 RATED SPORTS FORECASTING NEWSLETTER</p> <p>WE DID IT AGAIN: 5-1 LATE TELEPHONE SERVICE NOW 20-5 "CRUSH" GAME THIS WEEK</p> <p>PRICE: \$2.00 VOL. 7, NO. 6 OCT. 8, 1978</p> <p>IN THIS ISSUE READ ABOUT: "LOCK OF THE YEAR" FRANCO HARRIS RAQUEL WELCH TOLLFREE WATS LINES KIRK GIBSON "DODGER INVASION" THOMAS IOTT 617-482-0505 AL DAVIS "APPLE ROBBING" DANNY SHERIDAN MASTERCHARGE</p>  <p>ART SCHLICHTER OHIO STATE QB "FROSH OF THE DECADE"</p> <p>SPORTFOLIO PUBLICATIONS • SUITE 321 • 120 TREMONT ST. • BOSTON, MA 02108</p>	<p>★ SCORE ★</p> <p>AMERICA'S #1 RATED SPORTS FORECASTING NEWSLETTER</p> <p>"THE MONEY HOUR" LATE TELEPHONE SERVICE HONORED !! "LOCK OF THE YEAR" NOVEMBER 18</p> <p>PRICE: \$2.00 VOL. 7, NO. 11 NOV. 8, 1978</p> <p>IN THIS ISSUE READ ABOUT: 617-482-0505 JACQUE ONASSIS DANNY DAVIS LIBERACE CHARLIE ALEXANDER WESTERN UNION CHERRY TIGES LEWIS PRESLEY MASTERCHARGE TED BROWN ELIZABETH TAYLOR FRANK BRIDLES ALEX KARRAS JOHN MAYNE JOHNIE KNOX</p>  <p>THE UNKNOWN CORNHUSKER: RICHARD BERN'S VS. OKLAHOMA</p> <p>SPORTFOLIO PUBLICATIONS • SUITE 321 • 120 TREMONT ST. • BOSTON, MA 02108</p>	<p>★ SCORE ★</p> <p>AMERICA'S #1 RATED SPORTS FORECASTING NEWSLETTER</p> <p>WE BROKE THE BANK 14-5 LATE TELEPHONE SERVICE NOW 28-7 DON'T MISS "CRUSH WEEKEND" \$\$</p> <p>PRICE: \$2.00 VOL. 7, NO. 14 NOV. 15, 1978</p> <p>IN THIS ISSUE READ ABOUT: "LOCK DAY" NOV. 18th MARILYN MONROE BOB DUBOYSE EARL CAMPBELL "TURKEY SHOOT" ARCHE BUNKER WESTERN UNION CLARK GABLE SCORE'S FAN FORUM BULLY SIMS ROGER STANOK DANNY SHERIDAN "INVERGORD WALLY" MASTERCHARGE 617-482-0505</p>  <p>QB RON CALCAGNI LEADS ARKANSAS INVASION OF TEXAS !!!</p> <p>SPORTFOLIO PUBLICATIONS • SUITE 321 • 120 TREMONT ST. • BOSTON, MA 02108</p>	<p>★ SCORE ★</p> <p>AMERICA'S #1 RATED SPORTS FORECASTING NEWSLETTER</p> <p>BOWL BONANZA SPECIAL SOUVENIR DOUBLE ISSUE BASKETBALL LATE TELEPHONE SERVICE \$\$\$</p> <p>PRICE: \$2.00 VOL. 7, NO. 27 & 28 DECEMBER 1, 1978</p> <p>IN THIS ISSUE READ ABOUT: "THE CRUNCH" ANGELA CERRILLI ALL WHITE TEAM ALL BLACK TEAM DWAYNE COLLINS WILLIE O BROWN KAREN CASTLETON THE STEAM SHOOT \$1,000 BOWL CONTEST FESTIVAL OF LIFE JACK MONEY LUNNY THE GREEN PLAYOFF "STEAM" THE WOODPECKER DANNY SHERIDAN</p>  <p>ROGER STAUDACH WISHES YOU A MERRY CHRISTMAS</p> <p>SPORTFOLIO PUBLICATIONS • SUITE 321 • 120 TREMONT ST. • BOSTON, MA 02108</p>

For eight straight years the **SCORE** Late Telephone Service has been beating "The Linemaker" at his own game and helping to make our clients rich \$\$\$ **SCORE'S** Late Telephone Service has been featured on CBS-TV, New York Daily News, Washington Post, Chicago Tribune, Newsweek, Los Angeles Herald-Examiner, Philadelphia Daily News, Football News, Las Vegas Sportsform and numerous other TV, radio and news media throughout the country. In addition, the New York Post's national survey of football forecasters in 1978 ranked **SCORE'S** Late Telephone Service #1. For a copy of the New York Post survey, a **FREE** issue of the 16 page weekly **SCORE** Football Newsletter as well as complete information about how you can join the **SCORE** Late Telephone Service (Toll-Free WATS lines provided for all clients), please fill out and mail the coupon below or telephone us at:



**(617)
482-0505**

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
TELEPHONE _____

Send me a Free sample issue of **SCORE** _____
1 year Subscription to **SCORE** \$30 _____
Send me **FREE** information on your:
College Football Late Telephone Service _____
N.F.L. Football Late Telephone Service _____

SPORTFOLIO PUBLICATIONS, Suite 321, 120 Tremont Street, Boston, MA 02108

BALTIMORE COLTS

TED MARCHIBRODA, Coach.

Assistants: Dick Bielski, Maxie Baughan, George Boutselis, Ed Khayat, John Symank, Ernie Zwahlen.

PREDICTION 5th

Ted Marchibroda, head coach of the Baltimore Colts, said it himself: "With a healthy Bert Jones, we are one of the best teams in the NFL."

The question is, how healthy is Bert Jones?

He suffered a severe shoulder injury before the season started, came back to carry the Colts for a couple of victories, was re-injured and never played again.

As a result, the Colts slipped from the Eastern Division championship to last place in one year. Marchibroda is correct: As Jones goes, so goes Baltimore.

A springtime physical found Jones on the mend, but it wasn't entirely optimistic. Just how well the shoulder takes the poundings an NFL quarterback is obliged to take will be found out soon enough.

The Colts are worried. Evidence of their worry was the move they made last April to acquire Greg Landry, the longtime Detroit quarterback, as a backup.

Jones' health isn't the only concern for the Colts. There are other worries, some tangible, other intangible.

Robert Irsay, the Colts' unpredictable owner, had some irrational moments again last year. A couple of them were directed at the team's veteran offensive line coach, Whitey Dovell. As a result, Dovell took his talents to the Denver Broncos. Replacing him is Ernie Zwahlen, who, ironically enough, was also a controversial figure in Houston a decade ago.

Then there is the friction between Dick Szymanski, the general manager, and many of the players with whom he has dealt in contract signings. Jones, normally a management man, spoke out publicly concerning the problem and warned that it could have a detrimental effect on the field.

Last year, an impasse between



BERT JONES, right, of the Baltimore Colts, and BOB GRIESE of the Miami Dolphins are two of the top QBs in the NFL—if they're healthy.

Irsay and longtime halfback star Lydell Mitchell led to Mitchell being traded to the San Diego Chargers. The Colts lucked out in that one, since the man they received in return, Joe Washington, turned out to be one of their most exciting players.

Another major Colt problem is found at offensive tackle. George Kunz, once an all-pro, will probably be forced to retire due to his back problems. He missed all of last season.

If all goes well, Marchibroda could start a backfield which never actually played together before.

It would have Jones, preferably healthy, at quarterback, with Washington at halfback and Don Hardeman at fullback. Washington was acquired as the season started and Hardeman, who came in a deal with Tampa Bay, never got his chance until the last half of the season.

The statistics piled up by the three of them gives an indication of what might be.

Jones threw the ball only 42 times in his limited season, but completed 64.3 percent of his passes for four touchdowns and only one interception.

Washington just missed a 1000-yard season, rushing for 956 yards in 240 carries. He also led the team in receiving with 45 catches and beat New England in a wildly-exciting game by returning a kickoff 90 yards for the winning touchdown with 1:23 to play.

It was Washington's first game for the Colts, who had been shut out by an aggregate score of 80-0 in their first two starts. Joe also caught a 23-yard touchdown pass that night and passed to Roger Carr on a 54-yard touchdown play.

Hardeman, a hard-blocking power runner who has kicked around Houston and Tampa Bay, averaged 5.1 yards on his 48 carries, once he got to play.

Behind Washington and Hardeman, the Colts have disappointing Ron Lee and two plow-



JOE WASHINGTON, shifty Baltimore running back, is a game-breaker who led the Colts in rushing (956 yards) and receiving (377) last year.

horse type runners, Roosevelt Leaks and Don McCauley. The latter pair are reliable short-yardage runners, but Leaks' longest run from scrimmage was 11 yards and McCauley's 10.

The acquisition of Landry was an important one since Bill Troup started most of last year's games and seemed to prove that he didn't have it as an NFL regular. Behind him is Mike Kirkland.

The pass protection deteriorated sadly. Colt quarterbacks were sacked 49 times, double that of the previous season.

Part of the trouble might be due to the injuries suffered by Kunz and the other tackle, David Taylor, who also missed the entire season.

Taylor is expected to return to the lineup, but Wade Griffin is a good bet to replace Kunz, with Don Morrison, and rookie Jimmy Moore of Ohio State backing him up. Moore was a college tight end.

The strength of the line is in the guards. Marchibroda calls

Bob Pratt "one of the three best guards on the league," and Ken Huff, his partner, is a good one. Behind them are Bob Van Dyne and Ron Baker.

Ken Mendenhall is the reliable center. The backup is ex-Ram Geoff Reece.

Carr came back strong from his knee injury last year, averaging 21 yards on his 30 catches and scoring a half dozen touchdowns. Glenn Doughty caught 25 passes, but he'll be challenged by ex-Raider Mike Siani, who was used seldom after he came in a trade for tight end Raymond Chester. Marchibroda drew criticism for that.

"We'll use a three-wide receiver setup at times this year," says Marchibroda.

The coach also was rapped for not playing last year's No. 1 draftee, tight end Reese McCall. Instead, Marchibroda stuck with journeyman Mack Alston until the last few games.

The backups at wide receiver are Marshall Johnson and Randy

Burke. Rookie Steve Stephens gets into the act at tight end.

Toni Linhart, who had a poor year whenever he tried a field goal beyond the 30-yard line, is the incumbent placekicker. Punter David Lee sagged noticeably and Russ Henderson was drafted to challenge him.

Defensively, the Colts suffered a serious gash in their reputation last year. When injuries struck Jones, Kunz and some of the other offensive stars, the defense didn't even come close to carrying the club.

Some of the problem was the lack of a first-rate middle linebacker. Ed Simonini tries, but he is a midget by NFL standards and simply gets overrun.

"We're going to draft Tom Cousineau of Ohio State" announced owner Irsay late in the season. "I've scouted him personally."

Irsay hadn't consulted with the Buffalo Bills, who made Cousineau the first pick in the NFL draft. The Colts got a consolation prize, Barry Krause of Alabama, who was considered second choice to Cousineau among draft-eligible middle back-ers.

Krauss is the guy who saved Alabama's Sugar Bowl victory over Penn State with a bone-rattling tackle at the goal line. He's considered undisciplined, however, so it may be some time before he learns to play structured defenses.

The Colts didn't get nearly as much out of their talented ends, Fred Cook and John Dutton, as they should have. Dutton is of all-pro caliber. The catch there is that both have been involved in contract hassles which may have drained some of their zeal to play.

It was a different story with the tackles. Mike Barnes is one of the best players in the league. He won the Denver game with a blocked field goal, but an injury incapacitated him for much of the year. His partner, Joe Ehrmann, was distracted by a personal problem, the lingering death of his brother. Both could have outstanding years in '79.

Mike Ozdowski, who did well filling in at tackle, gets another



AMERICAN sports wire

P.O. Box 4662, Stamford, Ct. 06907

(203) 322-7613

Football Econ-O-Phone

a winning telephone service

\$175 COVERS THE ENTIRE 1979 SEASON!

Biggest value ever!

We believe that a football newsletter printed on Tuesday is of little or no value come Saturday & Sunday. To be a consistent winner, your selections must be based on the **latest information possible**. Therefore, a late telephone service is necessary for a winning season.

FOOTBALL ECON-O-PHONE answers this need economically & **guarantees** its college & pro football selections are based on **better & later information** than any newsletter in the country.

Our **unique and disciplined approach** coupled with our **confidential sources**, which are unequalled in this business, are directly responsible for our **unmatched success**. You see, **we don't pick winners, we find them!**

Our price is unbeatable... our success is unmatched... why not let FOOTBALL ECON-O-PHONE beat the spread for you this season.

Look at our record vs. Las Vegas line:

74%

Pro Best Bets (last 3 yrs.)

75% College Bowls—1978

83% Monday Nite NFL—'76 & '77

A one time subscription fee of \$175 covers entire 1979 season!

- 5-8 top college & pro selections are released by telephone each weekend beginning late Friday Afternoon.
- Service runs thru Super Bowl XIV
- All selections are rated for preference vs. late official line.

BONUS!

Free Pro Exhibition Selections to all Football Econ-O-Phone subscribers. Order now and start winning before the regular season begins.



**Executive
telephone service**

For the serious sports fan who demands that extra edge. This is the **exclusive telephone service** the other sports services call.

- 85% 4-Star Specials 41-7 (all sports)
- 1-Game "Specials" • Pre-Season Football Package
- Las Vegas Line • Money Back Guarantee

SPECIAL TRIAL OFFER (203) 322-7613

CALL NOW FOR DETAILS

Weekdays 5-7:30 pm Weekends 11 am - 7:30 pm

American Sports Wire

P.O. Box 4662, Stamford, Ct. 06907

Toll Free number available to most Executive clients

Mail Coupon Today

Make checks payable to:

**AMERICAN
sports wire**

P.O. Box 4662, Stamford, Ct. 06907

Enclosed is my check/money order for \$175 to cover my subscription to **Football Econ-O-Phone** for the entire 1979 football season. Rush me the special telephone number and calling hours.

Name _____

Address _____

City _____ State _____ Zip _____

The special FOOTBALL ECON-O-PHONE telephone number & calling hours will be mailed to you upon receipt of your paid subscription.

Western
Division

SAN DIEGO CHARGERS

DON CORYELL, Coach.

Assistants: Earnel Durden, Jim Hanafin, Joe Gibbs, Jackie Simpson, Wayne Sevier, Ernie Zampese, Jerry Smith, Larry Weaver.

PREDICTION 1st

The tipoff on the San Diego Chargers' 1978 season were the bumper stickers seen around the area before training camp even started. They read "Coryell for Chargers' Coach."

The problem was that Tommy Prothro had put off his retirement plans and decided to coach the Chargers last year. Don Coryell, who won a huge following as the extremely-successful head coach at San Diego State years before, was a coach-in-exile, living in restless pause near the city.

A month into the season, Prothro resigned after consecutive losses to Oakland, Denver and Green Bay. The bumper stickers had been converted to reality. Coryell was hired to replace him.

In the last half of the season, the Chargers won seven of their last eight games. Their 9-7 overall record gave them their first winning season since 1969.

After 13 consecutive finishes in third or fourth place in their division, the Chargers appear ready to win a title. The recipe seems just what is needed to get past Oakland and Denver:

Explosive offense, a defense fortified by the fiercest young line in the American Conference, and the right coach.

Coryell understands the passing game completely and he is in favor of the quick strike. Just how successfully he melded his philosophy into the Charger attack can be seen from the scores of the team's final three games:

San Diego 40, Chicago 7

San Diego 37, Seattle 10

San Diego 45, Houston 24

Those 122 points represent the most scored by any NFL team in its final three games since the Cowboys of '71. That Dallas team won the Super Bowl.



DAN FOUTS, Chargers QB, had brilliant season in '78, throwing for 2999 yards, including 369 yards in finale, for No. 3 ranking in NFL.

It is not insignificant that under Coryell, the Chargers led the entire NFL with 3375 passing yards.

It's remarkable how similar the San Diego attack is to the one Coryell had in St. Louis.

Just as he inherited a young, experienced quarterback, Jim Hart, with the Cards, he inherited another, Dan Fouts, with San Diego.

It will be surprising if Fouts doesn't flourish under Coryell. He did not get along with Prothro. In fact Fouts sat out for the first half of the 1977 season in a dispute with the coach. When he finally reported he was spectacular, even without benefit of training camp.

Last year, playing just three quarters of a season under Coryell, he finished third in the

league in passing efficiency. Only the Super Bowl quarterbacks, Roger Staubach of Dallas and Terry Bradshaw of Pittsburgh, finished ahead of him.

Fouts has a reputation for finishing fast in a season. Last year, he ignited the Chargers' explosion with 917 yards, nine touchdowns and a .608 completion percentage in the last three games.

At 28 and in his seventh pro season, Fouts should be approaching his peak. He threw for 24 touchdowns and 2999 yards last year.

Behind him is an ex-starter, former Ram James Harris. Cliff Olander, who can double as a punter, is learning by observation.

The best thing that happened to Fouts last year, just as important as the coming of Cory-



JOHN JEFFERSON caught 56 passes for 1001 yards and 13 touchdowns as a rookie with San Diego Chargers in '78.



LOUIE KELCHER, 6-5, 282-pound San Diego tackle, leads the Chargers' ferocious young defensive line.

ell, was the arrival of John Jefferson, the rookie wide receiver from Arizona State.

It was supposed to be a special year to draft wide receivers, but almost everyone rated Florida's Wes Chandler and Stanford's James Lofton far ahead of Jefferson. But the Arizona State product, a great leaper, far outclassed Chandler and Lofton, catching 13 touchdown passes, the most since Billy Howton caught that many for the Packers 27 years ago.

Jefferson caught 56 passes in all for an average of 17.9-yard average and a berth in the Pro Bowl.

Jefferson gives Coryell as potent a deep threat as Mel Grey in St. Louis.

It's almost certain that Jefferson will be saddled with multiple coverages this year, so it is vital that Coryell has another tough receiver to whom Fouts can throw. In other times, veteran Charlie Joiner would have been an ideal partner. But Joiner is 31 now and, while his 33 catches averaged 18.4 yards, he scored only one touchdown last year.

Coryell took a chance on New Orleans reject Larry Burton late last season and the former World Class sprinter averaged 25.2 yards on five catches, three of which went for touchdowns.

Reserves Dwight McDonald and Artie Owens averaged 28.8 and 20.9, respectively, in the little time they played, but the big interest on the bench is still Johnny Rodgers.

The 1972 Heisman Trophy winner from Nebraska hasn't been physically fit since the third

game of the '77 season, the year he joined the Chargers after four seasons in the Canadian League.

Rodgers has been a fizzle in the NFL so far, but if he makes a comeback, he could do for Coryell in San Diego what Terry Metcalf did for the coach in St. Louis.

Strangely, the Chargers traded the man most resembling Metcalf's style. The deal took place weeks before Coryell got the job. In it, San Diego sent all-purpose back Joe Washington to Baltimore for Lydell Mitchell.

Mitchell, a prolific rusher and receiver for the Colts, was effective for the Chargers. He led the team in rushing with 820 yards in 214 carries and was the top pass catcher with 57 receptions for 500 yards.

But he is not the explosive player that would enable him to fill the Metcalf role. Lydell is a steady plugger, with an instinct for the end zone.

The Chargers also traded with Washington for veteran halfback Mike Thomas. In three previous pro seasons he averaged 942 yards rushing.

Coryell probably will continue to use a number of backs, as he did with the Cards. Don Woods gained 514 yards in 151 carries, his best year since 1972, when he was NFL rookie of the year.

Hank Bauer is used in short-yardage situations and he scored eight touchdowns. As a barometer of his effectiveness in playing his role, he produced a first down on 22 of his 85 carries. A dozen came on third or fourth downs.

The best big back is Bo Mat-

thews, the veteran fullback who was hurt last season. Clarence Williams runs well inside and Ricky Anderson, restricted mostly to special teams as a rookie, rates further inspection this season.

In one of the few instances of players moving in the free agent market, guard Ed White, an all-pro at Minnesota, forced a trade to the Chargers just before the '78 season started.

It was a windfall profit for the Chargers.

The cost was reasonable, running back Ricky Young, who was excess on the roster. Then White's arrival allowed Don Macek to be moved to center, a position he played in his senior year in college.

The new alignment had White playing alongside Pro Bowl tackle Russ Washington on the right side. Whenever the Chargers needed tough, short yardage last year, they almost always elected to run behind White and Washington.

Macek is a strong center and Doug Wilkerson has played 114 consecutive games at left guard. The one iffy spot in the line is left tackle. Billy Shields has been the starter there for three years, but he will be challenged by Bob Rush, drafted in the first round as a center two years ago. Also in that competition is enormous Milton Hardaway, a 6-foot-9, 300-pounder who played little as a rookie.

Ralph Perretta backs up Macek at center.

The final piece in the playoff puzzle may have been put in

SPECIAL OFFER FOR NFL FANS!

Follow the **CHARGERS**

Save Up To 45%

And Get A Free

Subscription To

SAN DIEGO SPORTS DIGEST

The SAN DIEGO CHARGERS turned on the power in 1978. The Chargers, coached by Don Coryell, won seven of their last eight games including victories over the Oakland Raiders, the Minnesota Vikings and the Houston Oilers.

- In 1978 the Chargers were **first in the NFL** with 3,375 yards passing.
- The Chargers were **fourth in the NFL** with 5,471 yards total offense.
- The Chargers 122 points in the final three games were **the most by an NFL team** in the final three games of the season since Dallas scored 125 in 1971.
- **Quarterback Dan Fouts'** 83.2 pass rating was third to Roger Staubach's 84.9 and Terry Staubach's 84.8.
- Exciting rookie wide receiver John Jefferson's 13 touchdown receptions **tied the NFL rookie record** set by Green Bay's Billie Howton in 1952.
- Led by All Pro defensive tackle Louie Kelcher, the Chargers' defensive line collected **54 quarterbacks sacks** in '78, a club record and third highest in the NFL.

CHARGERS FOOTBALL WEEKLY is the only publication that gives you in-depth, close up weekly coverage of the NFL's fastest moving young team. Each



week during the season Chargers Football Weekly brings you:

- **Full Game Coverage** — from the first preseason game to the end of the regular season.
- **Exhaustive Statistics** of the week's game plus cumulative records.
- **In-depth Match Ups** for Upcoming Opponents
- **Division and League News**, player features, action photos and lots more.

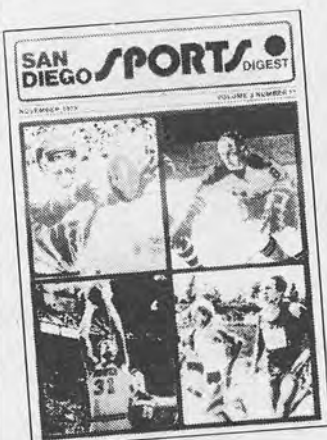
YOURS FREE — A SIX MONTH SUBSCRIPTION TO **SAN DIEGO SPORTS DIGEST**

The publication that brings you monthly coverage of the Chargers and the NBA's most exciting new franchise the San Diego Clippers, San Diego's National League Padres, the league-leading Pacific Hockey League San Diego Hawks, the NASL San Diego Sockers plus amateur sporting activities in the sports playground of the West. FREE with your subscription to *Chargers Football Weekly*.

UNCONDITIONAL MONEY-BACK GUARANTEE

If you are not completely satisfied, a full refund of the unused portion of your subscription will be sent.

PA



**FREE WITH
YOUR
SUBSCRIPTION**

CHARGERS FOOTBALL WEEKLY, 3681 Fifth Avenue, San Diego, CA 92103

- | | |
|---|---|
| <p><input type="checkbox"/> YES! I want to keep up with the 1979 Chargers. Please enter my subscription to Chargers Football Weekly for the term indicated and send my FREE six month subscription to <i>San Diego Sports Digest</i>.</p> <p><input type="checkbox"/> 1-year (20 issues) for only \$12.95 — a savings of 36% over the single copy newsstand price of \$20.00.</p> <p><input type="checkbox"/> 2-years (40 issues) for only \$22.00 — a savings of 45% over the single copy newsstand price of \$40.00.</p> | <p><input type="checkbox"/> I enclose payment of _____ with this order. Please begin my FREE San Diego Sports Digest subscription at once.</p> <p><input type="checkbox"/> Please bill my credit card.</p> <p><input type="checkbox"/> BankAmericard/VISA</p> <p><input type="checkbox"/> Master Charge</p> <p>Card No. _____</p> <p>Exp. Date _____</p> |
|---|---|

Name _____

Street _____

City _____ State _____ Zip Code _____

☐ Please check if subscription is a gift (a card will be sent)

Message on card _____

DENVER BRONCOS

ROBERT MILLER, Coach.

Assistants: Stan Jones, Bob Zeman, Fran Polsfoot, Babe Parilli, Paul Roach, Richie McCabe, Whitey Dovell, Joe Collier, Marv Braden.

PREDICTION 2nd

The Denver Broncos won their second straight Western Division championship in the AFC last year. They are an admirable team in many ways. They won four of their last five games down the regular-season stretch. They defeated their keenest competitor, Oakland, twice, without allowing the Raiders a touchdown.

But the Broncos, as presently composed, aren't likely to make it three straight.

The reason is that their margin of error is too slim.

When the Broncos win a big one, it's almost always the defense which is responsible. The Broncos can play defense with any team. The problem is that they have to do it too often.

The Broncos can't score. Of the 14 AFC teams, 10 scored more points than Denver last year.

The Broncos finished 10-6 because only Pittsburgh allowed fewer points on defense and that was only by a field goal, 198-195.

Can the Broncos keep winning without any punch? The answer is probably not enough to keep winning championships.

To begin with, Denver is a team without an established quarterback. Craig Morton was wonderful in 1977, at least until the Super Bowl. He even had some moments last year, notably in the final regular-season game when he completed 19 of 22 passes against Kansas City. The output included 16 consecutive completions, one shy of the NFL record.

But at times last year, Norris Weese was the Broncos' starting quarterback. At other, briefer times, Craig Penrose seemed ready to assume command of the team.

The situation is that Morton simply is no longer a playoff caliber quarterback in the NFL. Coach Red Miller either has to turn the team over to Weese or decide that the future is with Penrose or some other alternative.

Meanwhile, the defending

champs' playoff hopes ride with the defense again.

Quarterback isn't the only offensive problem.

The receiving corps has two first-rate hands—tight end Riley Odoms, who caught 54 passes last year, and wide receiver Haven Moses. But Moses is 33 years old and the question is how much does he have left, especially with a team which does not have a top passer nor another wide receiver who can take the heat off him?

Jack Dolbin, the other starter, is in the journeyman class. Rick Upchurch, for whom there were once big hopes as a starter, still distinguishes himself as a punt and kickoff returner, but most of the time he is merely ordinary as a pass catcher. He still has the best potential, however.

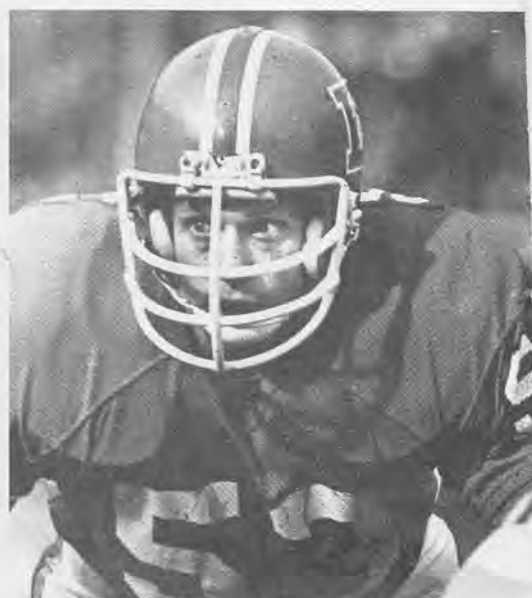
Moses caught 37 passes for 744 yards last year, averaging 20.1 yards a catch and scoring five touchdowns. Odoms' catches averaged 15.4 and he scored a half dozen times.

But Dolbin caught only 24, didn't score and averaged just

LYLE ALZADO led Denver with nine quarterback sacks last season.

TOM JACKSON gives the Broncos strong linebacker play on outside.

RANDY GRADISHAR, Denver LB, was the defensive player of 1978.



11.8 yards a catch. Upchurch caught 17 for 12.4 and one touchdown.

The Broncos' running game isn't going to carry them.

Denver had a half dozen ball carriers with 296 yards or more in '78, but none with more than 445 yards. That adds up to a lot of guys who are so-so.

Lonnie Perrin gained 445 yards and averaged 4.2; Jon Keyworth 444 for 4.0; Otis Armstrong 381 for 3.4; rookie Larry Canada 365 for 4.6; Rob Lytle 341 for 4.2 and rookie Dave Preston 296 for 4.5.

There is far more quantity than quality. Armstrong, once the offensive star, is the only one with breakaway potential and his longest run last year was 20 yards.

Even if there was a Walter Payton or Tony Dorsett on the roster, there is no guaranteeing they would be sprung on a regular basis. Denver's offensive line is not mentioned with the NFL's elite.

The unit's difficulties might be capsulized by what happened at the center position last year.

The Super Bowl incumbent was aging Mike Montler, whom the Broncos surprisingly dispatched to Detroit at the start of the season (he later retired).

Montler was supposed to be replaced by young Bill Bryan, but

LOUIS WRIGHT excels at defensive back spot for Denver Broncos.



JACK LAMBERT (58) and JOE GREEN (75) caused problems for Denver QB NORRIS WEESE (14) in the American Football Conference playoffs in 1978.

the man who did a lot of the playing was 36-year-old Bobby Maples, who is older than Montler.

There is a new shuffle in store, however. Whitey Dovell has returned from Baltimore to coach the line. Bryan is expected to be one of his special projects. Maples has retired.

The guards are Paul Howard and Tom Glassic, with Steve Schindler in reserve.

There could be a major change at one of the tackles, since the first-round draft choice was used to take Kelvin Clark of Nebraska, a 265-pounder with great strength and quickness. He may push 36-year-old Tommy Neville into retirement. The other tackle is Claudie Minor.

Dovell's other project will be to tighten up the pass protection. The Broncos allowed their quarterbacks to be sacked 48 times last year, second-worst record in the American Conference.

Glenn Hyde, who got some work at guard last year, is another tackle possibility. So is Frank Smith, who missed his rookie season due to injury.

The retirement bell may toll

for placekicker Jim Turner, who is 38. He connected on just 50 percent of his kicks last year. The Broncos signed two experienced field goalers, Fred Steinfort and Allan Leavitt, and also drafted one of the top kickers from college football, Dave Jacobs of Syracuse.

The Broncos will continue to live on defense, and, with their defense, the living isn't bad.

When you talk Denver defense, you start with its three-man line. Lyle Alzado, the veteran end who signed to box Muhammad Ali before the season began, was named to his second consecutive Pro Bowl. Alzado led the team in sacks, with nine. The other end, Barney Chavous, is a steady, competent player. Rubin Carter is considered by his team to be as good as any nose guard in the NFL. He was involved in 121 tackles last year.

It doesn't stop with the starters.

Carter's relief man, No. 1 draft choice Don Latimer, performed so ably in his backup role that he was named to the all-rookie team. Backup end Brison Manor had 47 tackles and John Grant,



You know what computers do for business. Now imagine what a computer can do to give you the advantage in sports.

Computers are into everything. Designing automobiles better than men can. Analyzing and advising financiers and estate planners. Finding corporate profits the company president didn't know existed. Even predicting elections to the point where the shouting starts right after dinner.

Introducing The Sports Computer

Why not use a computer to give you the advantage in sports predictions? In football, basketball and baseball. Why not!

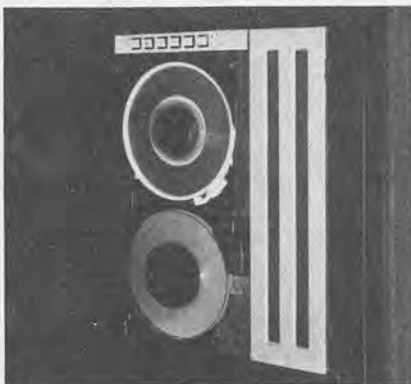
Think about it. We all like to predict results more accurately than our peers and seers. The problem is we let our heart go to our head. We lose our objectivity (among other things).

Not The Sports Computer. After years of research, it can input facts and predictive factors and make more valid recommendations than most experts. Matter of factly, and unemotionally, because it is not a human being.

The Sports Computer is a very sophisticated electronic brain that can outperform the slower, more subjective, human brain. Nearly every time.

Oswald Jacoby compares it to Prof. Thorp vs. Blackjack.

Mr. Jacoby is a big sports fan and a bigger fan of The Sports Computer. He is also the world's foremost game authority. His bridge column appears in your daily newspaper. In his many books on bridge, backgammon, and probability, he recommends you take any legitimate advantage you can. And he thinks The Sports Computer is a legitimate advantage.



But there's no such thing as a sure thing.

Don't misunderstand. The Sports Computer is not infallible. But it is right a lot more than it is wrong. A lot more.

So when you subscribe to our sports computer service, you start getting significantly better advice. For the football season. The basketball season. The baseball season. College and Pro. Bowls and Playoffs.

Use Master Charge or VISA.

You start each season with an initial deposit of \$200. Put it on your Master Charge or VISA account if you want. Then every time you call and make an inquiry — every time you access the computer — you get a printout in the mail confirming our recommendation, as well as a regular weekly status report of your account.

When The Sports Computer doesn't hit .500 you don't pay.

Your subscription monies will be deposited in a bank escrow account. All of your money, from day one. If, at the end of the season, The Sports Computer hasn't hit .500, you get all your money back. All of it. Without asking. That's how confident we are of The Sports Computer.

Call toll free. 24 Hours a day.

If you're one of the millions of Americans who use investment and financial consulting services, you'll want more details on how The Sports Computer can help you.

So call the WATS number listed below and we'll send you The Sports Computer DataPak. It contains a "Questions & Answers" booklet, samples of printouts, a schedule of charges, and enrollment forms.

There's no risk in comparing the computer.

There really isn't any risk on your part. And you can use it exclusively or along with your other sources. Makes no difference to us. We stand by our claim: if our computer doesn't hit .500, you get back all your money for the entire season.

But think positively. The Sports Computer is going to give you the advantage. So much so, you'll never want to recommend it to your friends.

CompuSports

Call toll free: 1-800-525-7045
In Colorado, Alaska & Hawaii, call:
303/779-1885.

OAKLAND RAIDERS

TOM FLORES, Coach.

Assistants: Ollie Spencer, Charles Sumner, Sam Boghosian, Lew Erber, Myrel Moore, Steve Ort-mayer, Ray Wilsey.

PREDICTION 3rd

Consider these December headlines:

"Raiders Fading Into Sunset."

"Ex Champs Sink Quickly."

"Demise of Raiders Was Mostly a Team Effort."

Less than two years after the Oakland Raiders finally won the big one and prophecies of dynasty were ringing through football, the pall bearers lined up.

Are reports of their death greatly exaggerated?

The Raiders, awash in a new look, should find out quickly enough this season. They open with four consecutive road games. The first is against the Rams in Los Angeles. The second against the favorites of their own Western Division, the Chargers, in San Diego. The third in Seattle against the Seahawks, the team which beat them twice last year and brought them thundering down out of the playoff race. The fourth is against the Chiefs in Kansas City.

It's enough to give a new coach ulcers.

Tom Flores is the new coach of the Raiders. He should know quite a bit about ulcers. He got his job because of them.

The ulcers belonged to John Madden, the man under whom the Raiders won 112 games.

He is just a pleasant memory for the Raiders as of 1979. Flores has inherited the headaches. He was the team's first quarterback, and his principal task will be to rehabilitate the Raiders' present quarterback, Ken Stabler.

Stabler is 33, not too old for an NFL quarterback, but last year he looked 53 and at times performed like a 60-year-old. He was intercepted 30 times last year, more than any passer in the American Conference. His interception rate was the highest of any NFL starter.

Extremely sensitive, Stabler isn't able to shake off adversity



KEN STABLER wasn't his old self in '78 when intercepted 30 times.

like a Tarkenton or Staubach.

The more he was intercepted the more he pressed. The more he pressed, the worse he looked.

In a rare, post-season show of disunity, managing partner Al Davis took a severe potshot at Stabler. Stabler, hurt deeply, tried to strike back. It wasn't pleasant.

Stabler isn't the Raiders' only problem.

Hank Stram, then the coach of rival Kansas City, used to say that "the Raiders would run over the left side of their line even if they were stacked up against the Russian Army." The left side of their line was tackle Art Shell and guard Gene Upshaw. They always got Oakland the necessary yards, or so it seemed. Shell and Upshaw are still there, but Shell is 32 and Upshaw is 33. They gave poor imitations of their prime.

When San Diego stunned Oak-

land, 27-23, right in the Raiders' own stadium, the Chargers' Fred Dean tore Shell apart on the pass rush and Art never was the same.

When the Raiders met Denver in the conference showdown game in December, Oakland ran 13 times to the left but gained only 33 yards. The "Russian Army" days appear to be over.

The pass protection allowed Stabler to be sacked only 16 times in 1977. He was sacked 38 times last year.

Then there is the wide-receiver situation.

Fred Biletnikoff, 36, was benched last year for Morris Bradshaw, whom the Raiders felt was ready for the job in his fifth pro season. Bradshaw was a flop. Cliff Branch, one of the most dangerous receivers in the league for the last few years, caught just one touchdown pass in the first 15 games. He also dropped a lot of balls.



MARK VAN EEGHEN led Raider ball carriers with 1080 yards in '78.

Touchdown passes to wide receivers, a Raider trademark in the winning days, became a rarity.

The Raiders couldn't look to the draft to replenish talent, as it had in the past. This was the fourth season the team didn't have a first-round draft choice. That's the result of past trades for quick gains—which worked sometimes and not at other times.

There are also gaping holes on defense.

John Matuszak was the only effective lineman last year. Otis Sistrunk, once an asset, has been an overweight liability for the last two seasons. Mike McCoy, who cost Davis a No. 1 draft choice, has been resoundingly mediocre. Charles Philyaw has been even more so.

The one bright hope last year was the early play of rookie Dave Browning, an end who later was injured.

The secondary also has been shaken up in the last two years, but not for the better.

Davis spent another first-round pick to get corner Monte Jackson from Los Angeles, but Jackson didn't perform for the Raiders as he had for the Rams. Lester Hayes was promoted to take the other corner.

The coaches have been waiting patiently for strong safety Charles Phillips to develop for years. Last year he became a starter, but he played poorly as

much as he played well. Free safety Jack Tatum also had a sub-par year.

There is another gaping hole in the placekicking department. Errol Mann missed extra points in two games the Raiders lost by a point and generally performed erratically. His problems are magnified because of a decision to keep him two years ago and waive rookie Rolf Benirschke. Benirschke has since become a reliable kicker for San Diego.

The Raiders, despite their problems, are not without assets.

Dave Casper virtually saved the season for the Raiders with another all-pro year. He caught 62 passes, second in the AFC, and scored nine touchdowns besides blocking superbly.

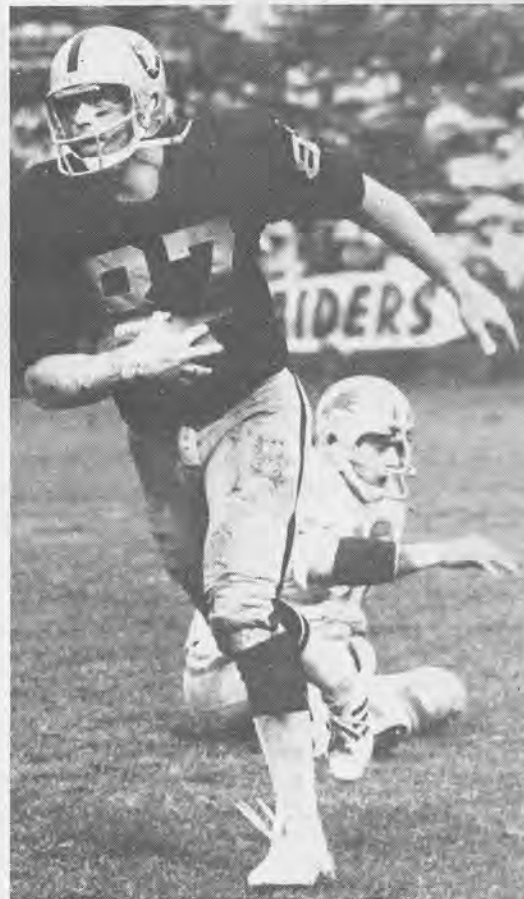
Casper is also one of the game's top clutch players.

Mark van Eeghen had another 1000-yard year as the fullback, despite the breakdown on the left side. Van Eeghen gained 1080 yards in 270 carries.

The Raiders also improved themselves at halfback, putting more speed into the lineup with rookie Arthur Whittington, who gained 661 yards and averaged 3.8 yards a carry. Whittington and van Eeghen each scored seven touchdowns.

Whittington should be even more effective with Clarence Davis, injured last year, spelling him in '79.

The linebacking is the strongest part of the defense.



DAVE CASPER, premier tight end, had 62 receptions, 9 TDs in 1978.

Ted Hendricks and Phil Villapiano are the established linebackers, with Jeff Barnes making a bid for a more important role in his second season as a starter. Monte Johnson will be challenged by young Rod Martin for one of the inside backer positions.

To rehabilitate the offensive line, Flores made a significant coaching switch. Ollie Spencer, who coached the unit since 1963, has been switched to the defensive line, replacing Tom Dahms, who left the organization after 16 years. Coaching the offensive line will be Sam Boghassian, who formerly coached at Seattle and Houston.

Boghassian will have his hands full.

His most reliable hand will be Dave Dalby, the center. Boghassian has to hope Upshaw has a little something left so time can be bought, since Mickey Marvin is still developing at the other guard.

Marvin was abruptly promoted when Davis dealt veteran guard

SEATTLE SEAHAWKS

JACK PATERA, Coach.

Assistants: Larry Peccatiello, Jim Mora, Jerry Rhome, Andy MacDonald, Howard Mudd, Jack Christiansen, Rusty Tillman.

PREDICTION 4th

They used to say the only thing the Seahawks had to look forward to all season was the expansion Super Bowl—the game against Tampa Bay.

That seems like a long time ago.

Last season, the Seahawks beat the Jets in New York; they upset their role model, the Minnesota Vikings; they knocked Cleveland out of the playoffs with a 47-24 clout; they took Denver, their division champion, into overtime before losing by a field goal; they became the first team since 1965 to defeat the Oakland Raiders twice in one season.

They also came within an eyelash of making the playoffs.

In the wake of their 9-7 season, they also collected a bundle of awards.

Jack Patera, the stoic who was a surprise selection as their first coach three years ago, was a popular choice as NFL coach of the year.

John Thompson, the general manager, was named executive of the year by the Sporting News.

Wide receiver Steve Largent was named to the Pro Bowl and his battery mate, quarterback Jim Zorn, finished astonishingly high in voting for most valuable player and player-of-the-year awards.

Clearly then, the Seahawks are a team on the make.

Many things make them go, but more than any other thing it is Zorn, the young free agent quarterback who was nurtured by both the Los Angeles Rams and Dallas Cowboys but then snatched by Seattle in the first expansion draft.

Zorn has been called, without much exaggeration, "a young Fran Tarkenton." There are defensive players in the NFL who will tell you he is the best quarterback in the league.



JIM ZORN, Seattle QB, led AFC passers with 3283 yards, 15 TDs last year.

The Seahawks' offense has been built around him by Jerry Rhome, an ex-quarterback himself who is the team's offensive co-ordinator. The attack has been so impressive—a 20-point average in '77; 21.5 point average last year—that Rhome himself has been mentioned as a future head coach in the NFL.

Early last season, the Detroit Lions took a 16-7 lead into the fourth quarter against Seattle. Zorn then threw touchdown passes to Largent, Ron Howard and Sam McCullom for a 28-16 victory.

Zorn's 3283 passing yards led the American Conference and only Archie Manning of New Orleans had more in the entire NFL. The young Seahawks line doesn't protect him flawlessly. He was sacked 44 times last year, but he still has the ability to convert loss into gain, even into touchdown.

In the era of the mobile quar-

JACK PATERA, Seahawk coach, talks with RB SHERM SMITH.



terback, Zorn is the most mobile of all. When he has to run he is extremely dangerous. He averaged 4.9 yards on his 49 carries and scored six touchdowns.

Rhyme's offense relies heavily on well-disguised play-action passes and sprintouts to buy time for the offensive line as it gains experience.

Largent led the AFC with 71 catches last year and a large part of his effectiveness is an excellent working knowledge of Zorn and the way the offense is laid out. His eight touchdowns pushed his three-year-total to 22.

Steve gained 1168 yards on his catches, a 16.5-yard average. He is the first Seahawk ever selected for the Pro Bowl.

McCullom caught 37 passes for a 14.2-yard average while Steve Raible, the most frequently-employed reserve, caught 22 for a 14.4 average.

The Seahawks no longer live by the pass alone.

With David Sims bruising his way to a place in the starting lineup, Seattle has two of the league's best young power runners, since Sherman Smith had another big year. Smith, a college quarterback, averaged 4.5 yards as a rookie, 4.7 in '77 and 4.9 yards last year with 805 yards in 165 carries, despite missing 4½ games with injuries.

Sims led the NFL in touchdowns with 15. This 216-pounder has an affinity for the end zone. He scored eight touchdowns as a rookie in a part-time role. He also ran for 752 yards and a 4.3-yard average last season.

Rhyme also makes good use of their pass-catching ability. Sims caught 30 passes while Smith averaged 13.1 yards on his 28 receptions.

There is also a future for Al Hunter, the former Notre Dame speedster who played little until the final game against Kansas City. Then he gained 133 yards in 27 carries against the Chiefs.

The Seahawks have the nucleus of a fine young line.

Three starters are from the team's original draft list—center John Yarno, guard Tom Lynch and tackle Steve August. The 260-pound Lynch is starting to win recognition as one of the

Conference's better guards.

The other two starters, tackle Nick Beabout and guard Bob Newton, should be pushed this year. Beabout, acquired in the original stocking draft for expansion teams, has to beat out pro sophomore Louis Bullard. Newton will contend with Ron Coder, who held the job in 1977 but suffered an injury before last season started.

Offensive line backups include veteran tackle Norm Evans, guard Charlie Aiu and center Art Kuenn.

With more emphasis on the run, John Sawyer was moved into the starting lineup at tight end late last year. Howard is the more dangerous receiver, but Sawyer blocks better. Behind them is Brian Peets.

Zorn's backup is Steve Myer, who played less last season than the two previous seasons, but is held in high esteem, nevertheless. Myer's style is similar to Zorn's and the offense fits him as well. Behind Myer is young Sam Adkins.

Defensively, the Seahawks showed sharp improvement, both statistically and in talent.

The point yield was cut from 26.6 points a game to 22.4, fair, considering the Seahawks' demanding schedule. In the last six games, only two opponents scored more than 20 points on Seattle and the Seahawks were an easy winner in one of those.

There were seven personnel changes in the 11 defensive positions last year. Two of the newcomers, free safety John Harris and outside linebacker Keith Butler, made all-rookie teams.

The entire line was new.

Ex-Lion Ernie Price and ex-Cowboy Bill Gregory were the starting ends. Gregory led the team in sacks with nine of the Seahawks 20, besides forcing a pair of fumbles, recovering three and making an interception.

Second-year player Dennis Boyd won a job at tackle, along with Bill Sandifer. There could be a major challenge here if Steve Niehaus, the team's best defensive player in his rookie year, could shake all the effects of the shoulder injury which kept him inactive all of 1977. He started six games last year. The backup at end is young Dave Kraayveld, whom they got from Dallas.

DAVID SIMS led the National Football League with 15 touchdowns last season.



JOIN A WINNING TEAM

Now for the first time Marty Denman is making available to the public a limited number of subscriptions to his famous Pro Football Newsletter

Marty Denman is the most experienced of Pro Football forecasters having been closely connected with the sport for over 35 years. Now drawing upon his wealth of experience and employing the services of a network of sports consultants he will make available to the public a limited number of subscriptions to his Pro Football Newsletter. Previously this newsletter was distributed only to a few select close friends. Because of the wide acceptance and following he has developed he has agreed to expand his clientele and let additional interested persons benefit from his proven experience and expertise.

If you are tired of subscribing to sports services that make extravagant claims of 80-90% winners against the spread and then deliver 50% or less—now is the time for you to become connected with a proven winner. We will not quote inflated fantastic figures for you to get excited over but simply state the proven facts—we have never had a losing season in 35 years and our Best Bet selections average over 75% winners. If you have gotten stung in the past subscribing to services that charge \$100-\$500 and have come out a loser then it's time to switch to a service that will make you a winner. If you want to enjoy the riches that can be yours for a very reasonable \$60.00—then act now! Our subscription list will be definitely limited and our Newsletter will not be available after our limit has been reached.

All Pro Football games will be analyzed and scores predicted but only a select few games each week will be recommended as "Best Bets." Your subscription will cover 20 weekly issues—16 regular season issues plus 4 playoff and Super Bowl issues.

- *Las Vegas line in each issue*
- *Mailed First Class early Tuesday*
- *20 Weekly issues including Playoffs and Super Bowl*
- *All Pro games analyzed*
- *Complete statistics in each issue*
- *Expert power ratings*
- *All selections are made against the Las Vegas line*
- *Standout Best Bet selections*

Marty Denman's Sports Service
P.O. Box #566
Selden, New York 11784

I enclose \$60.00 for a one year's subscription to your Newsletter (20 weekly issues)

Name _____

Address _____

City _____ State _____

Zip Code _____

KANSAS CITY CHIEFS

MARV LEVY, Coach.

Assistants: Joe Spencer, Bobby Ross, Rod Rust, Walt Corey, Dick Roach, Tom Pagna, Kay Dalton, Rick Abernethy.

PREDICTION 5th

Wasn't 1978 the year for the '50s revival?

Didn't everyone love John Travolta, Olivia Newton-John and Donna Pescow in "Grease"?

Didn't Laverne and Shirley get its highest ratings?

And what about "Sha-Na-Na"?

So why was the pro football establishment shocked out of its cleats when Marv Levy resurrected the winged T?

Nothing could be more Fifty-ish than that old formation. It brought back memories of the old Iowa teams with Kenny Ploen and Randy Duncan at quarterback and Coach Forrest Evashevski calling the shots in the Rose Bowl.

But you would have thought that Levy, the Kansas City Chiefs' rookie head coach, had outfitted his teams in saddle shoes and ordered them to get their hair cut in DAs the way the NFL howled about the Winged T.

All Levy did was sit one of his wide receivers on the bench and go all out with the running game, using both Tony Reed and Ted McKnight with fullback Arnold Morgado behind Mike Livingston.

Levy wasn't unlocking a time capsule. All he was doing was buying time.

Levy came to grips with some unpleasant realities in his first season with the Chiefs. For one thing, Livingston is not the second coming of Terry Bradshaw. He's not going to be, either, since Mike will turn 34 before this season finishes. There is no one of quality behind him.

For another thing, the Kansas City quarterbacks were sacked 48 times in 1977. There is nothing so demoralizing for a new coach trying to instill some confidence in his young team than to see that many long-yardage situations.

There was something else, too. By playing the Wing T, the clock would be eaten up more efficiently, with the young KC defense on the bench. Another plus.

Pondering all those things, Levy made his decision. He'll stick by it this year, too. Even though it's almost impossible to catch up playing Wing T football once you're behind by more than a touchdown, and even though

it's one of the most boring attacks in sport, Levy will stick with it.

Almost has to. The Chiefs aren't ready for anything much more adventurous at this stage.

The most interesting returning quarterback to watch in '79 won't be Livingston or either of his veteran backups, Tony Adams or Dennis Shaw. The man to watch is Pete Woods, the ex-Missouri star who was drafted

MIKE BELL, 6-4, 255-pound first round pick from Colorado State, is being counted on by the Kansas City Chiefs to help the defensive line.



despite his history of injuries last year.

Woods didn't play at all last year, but he may have a future with Levy.

"We need to create a more effective passing attack," admits the coach. "I'm not necessarily talking about more passing, but a more effective play-action attack. We established a more solid running game last year and need to add a better passing game."

Levy also puts a premium on quantity of running backs. He'll carry six. Last year five runners gained 277 yards or more.

Reed was the best, with 1053 yards and a 5.1-yard average, sixth in the AFC McKnight, obtained from Oakland on waivers, averaged six yards a carry on 104 trips. Morgado gained 593 yards and scored seven touchdowns.

Mark Bailey, who has the ability to beat out Morgado but found himself in the doghouse last year, gained 298. MacArthur Lane, who is flirting with retirement, gained 277.

Also available is Horace Belton.

Relieved of most of their standard pass-blocking nightmares, the offensive linemen flourished when their strength, run blocking, was emphasized.

It's a veteran line, with four-time Pro Bowler Jack Rudnay the stabilizer at center. Tom Condon and Bob Simmons are the guards with fast-developing Matt Herkenhoff and Jim Nicholson (who suffered a knee injury at mid-season) at tackles.

The backups are seasoned, too, with Charlie Ane at center, Rod Walters at guard and Charlie Getty at both tackle and guard.

The pass receivers are virtually invisible.

The starting wide receivers, Henry Marshall and Larry Dorsey, scored only two touchdowns each last year. The tight end, Walter White, considered one of the best in the NFL, scored only once.

White led the team in receptions, but his 42 catches averaged a measly 8.1 yards. Dorsey caught only 9 passes all year. Marshall caught 26.

The backups are anonymous J.T. Smith and Bill Kellar at



JAN STENERUD, 12-year veteran with Chiefs, set record for the most consecutive field goals with 16 in 1969, booted 20 of 30 last season.

wide receivers and Tony Samuels and Ed Beckman at tight end. Like the backs, everyone has to block efficiently in the Wing T.

Defensively, the Chiefs' best suit is the secondary.

Free safety Gary Barbaro is a rangy hitter and ball hawk. Strong safety Tim Gray led the team with six interceptions. Left corner Gary Green may be the best player on the team.

The right corner was split by little Tim Collier and Emmitt Thomas, the 13-year veteran who may be phased out.

Backups include Ted Burgmeier, Ricky Davis and ex-Giant Clyde Powers.

There may be some heavy shaking up of the defensive line. The reason is that the Chiefs' No. 1 draftee is super prospect Mike Bell of Colorado State. Levy will have to decide where to play him.

All three defensive linemen starters last year were rookies. Art Still, the No. 1 pick, was at left end and made the all-rookie team. Sylvester Hicks, the No. 2 pick, was at right end. The nose guard was Don Parrish, a free agent picked up from Atlanta, who won the Chiefs' coveted "Mack Lee Hill award" as the most valuable rookie.

Bell will fit in somewhere.

The linebacking was rebuilt under Levy.

Whitney Paul, a defensive end until last year, was moved to outside linebacker. Levy feels that Paul played well. The other outside backer was pro sophomore Thomas Howard.

Gary Spani, a bright, young rookie, was one of the inside linebackers, along with Dave Rozumek. Rozumek may be challenged this season by either Clarence Sanders, once a bright pros-

**How would
you like
9 pointwise
winners out of
every 10
Free?**



Superpick Free Trial Offer

**Late telephone service for
College & Pro Games - yours
for the asking - absolutely Free
during August, September
and October**

We are so confident that we can produce 90% or better winners pointwise for you in 1979 that we are making this unprecedented offer. We are not going to burden you with what our staff of experts accomplished last year as various other firms do, since we realize you have no way of verifying those winners. Instead, we've got the best method yet to prove to you

what Superpick can do.

Call us beginning with the very first pre-season game and throughout the month of August, and then for the next 6 weeks of the College and regular NFL pro-season, absolutely free at no obligation whatsoever.

We are confident you will get 9 Pointwise Winners out of every 10 games released!

Then and only then if you are satisfied you can subscribe to our service at our regular rates of \$200 for 4 weeks—College & Pro for balance of the season which includes Bowl Games and Playoffs.

Rush us your name and address by return mail and we will send you our special phone number and hours to call during August and September for our Key College & Pro Releases & Best Bet Specials. We know we can make you a believer with 9 pointwise winners out of every 10 games! Better yet—if you are still skeptical take our service free as advertised for August, September and October and chart the results—on paper. One way or another you will have proof positive—What Superpick can do for you.

**Send No
Money!**

SUPERPICK—140 NASSAU STREET, NEW YORK, NEW YORK 10038

DEPT. 17

() Seeing is believing. Enclosed is no fee. Send me your special telephone number to obtain free at no obligation whatsoever your College & Pro releases and best bets for August, September and October.

() I was with you before and am confident that you can give me 9 out of 10 winners. Enclosed find \$200 for 4 weeks service after free period.

() Enclosed find \$350 for season, which includes Bowl games. Pro Playoffs and Super Bowl.

☐ Bill me via Master Charge
☐ Bill me via Visa

(card no) _____
Expiration Date _____



Name _____

Address _____

City & State _____ Zip _____

**BEFORE YOU MAKE YOUR NEXT BET
SEND FOR**

"FOOTBALL FORECASTERS: WINNERS OR LOSERS"

by
ARTHUR J. CRANDALL

"FOOTBALL FORECASTERS: WINNERS or LOSERS" by Arthur J. Crandall is the most comprehensive guide and evaluation of the nation's **"Football Services"** ever published. You'll be fascinated as Art Crandall takes you behind the scenes for an in-depth look at over 100 services including such well known forecasters as **The Gold Sheet, Otis Goss, Score, Winning Points, Danny Sheridan, Sports Reporter, P.G., Buckeye Sports, Sports Publications, Doc, National Sports Wire, Jim Feist, Huey, H & H, The Prophet, Pointwise, Margin, Kyle Rote, Art Shamsky** and many others. In addition, Mr. Crandall, a long-time football observer and successful sports wagerer will introduce you to advanced concepts of football handicapping that can make you rich with almost no risk on your part. Other special features include the following:

FOOTBALL NEWSLETTER RATINGS

LATE TELEPHONE SERVICE RANKINGS

CRANDALL'S GUIDE TO LAS VEGAS SPORTS BOOKS

THE TRUTH ABOUT "TEASERS"

HOW TO SELECT AND USE A SERVICE

MONEY MANAGENT: KEY TO FOOTBALL SUCCESS

HOW TO SELECT AND RATE A BOOKMAKER

WHAT ABOUT PARLAYS ?

"If you read only one book this year, make sure it's **"Football Forecasters: Winners or Losers.""**

Remit your \$5.00 to: **NUTMEG PRESS**
114 State Street #212
Bridgeport, Conn. 06604

NAME.....

ADDRESS.....

CITY.....

STATE.....ZIP.....

MONEY - BACK GUARANTEE

If you are not satisfied with **"Football Forecasters: Winners or Losers"** return it to Nutmeg Press within 21 days and your \$5.00 will be promptly refunded.



TV Action Starts Thursday in '79

**Not A Newsletter, 64 To 96 Action Pages-All Football!
200 Nationally Acclaimed Writers!**

...an action-packed football newspaper acclaimed by the experts, the media, and the football fans around the land as the most informative football publication on the market today! Enthusiastic response from readers has catapulted COLLEGE & PRO FOOTBALL NEWSWEEKLY into the No. 1 spot as America's best football publication. At all newsstands—Now! Only \$1.75—less by subscription.

T.V. Action starts Thursday

**We Give You
The Whole Story !**

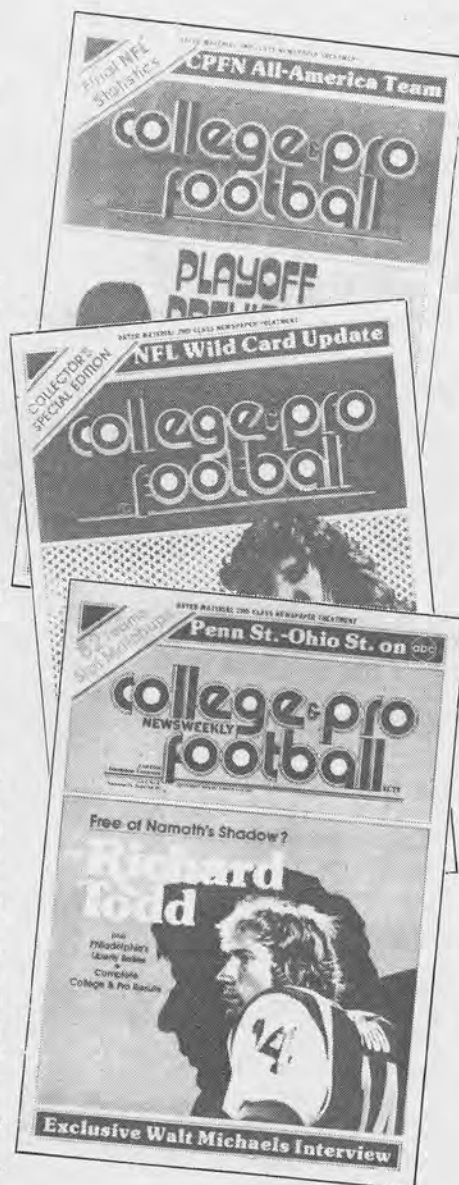
We take you to the scene of action every week with over 200 nationally acclaimed sports columnists, reporting from every college & pro football site throughout the country, giving you their professional report of the previous week's game and their expert analysis of each upcoming match-up, followed by locker room interviews, and behind-the-scenes insights.

T.V. Action starts Thursday

**Complete Statistic
Reference Library!**

The greatest, new statistical innovation ever devised brings to the football fan a new dimension in grid analysis. Vital statistics, capsule-game summary, upcoming previews, records, schedules, power ratings, etc. in a format that provides all the facts in concise match-up form. If it happened yesterday, the week before or the week before that, you'll find it in College & Pro Football Newsweekly. A complete reference library for every major College & Pro team is at your fingertips and is updated weekly.

College Coverage on Minor Teams



T.V. Action starts Thursday

**100 Colleges-
28 Pro Teams !**

Extensive coverage and exclusive statistical match-ups on over 100 college teams and all 28 pro teams, thought-provoking columns, interviews with the sportsmakers, action stories being reported directly from the scene of the game by over 200 writers, makes COLLEGE AND PRO FOOTBALL NEWSWEEKLY, the most comprehensive football publication available at any price.

T.V. Action starts Thursday

**Start Your Football
Weekend Thursday!**

You can get COLLEGE & PRO FOOTBALL NEWSWEEKLY DELIVERED to your home by Thursday in plenty of time to scrutinize the upcoming weekend's football action. Our expert staff of 62 professionals work the year round to plan for the most complete, unique coverage available in no other publication. If it happened on the gridiron you'll find it in COLLEGE AND PRO FOOTBALL NEWSWEEKLY, the following week. Start your football weekend on Thursday for full weekend coverage. Only \$1.75 at all newsstands—less by subscription

NFL NATIONAL CONFERENCE

NFC IS ON THE RISE THANKS CHIEFLY TO IMPROVED PLAY BY ITS QUARTERBACKS

PREDICTIONS

NFC East

1. Dallas
2. Philadelphia
3. St. Louis
4. Washington
5. New York

NFC Central

1. Detroit
2. Green Bay
3. Minnesota
4. Chicago
5. Tampa Bay

NFC West

1. Los Angeles
2. Atlanta
3. New Orleans
4. San Francisco

Has the NFC bottomed out? Will it ever become a conference of which the Dallas Cowboys are proud?

Emerging quarterbacks indicate that the NFC's worst days could be behind. Although the NFC won only 48 per cent of its games in 1978, it was up from the 47 per cent in 1977. Parity with the younger, less established AFC still is several touchdown passes away, but the NFC finally may be getting the arms to throw them.

Quarterbacks made the AFC superior, it is said. The NFC is getting the idea. Along with increased stability at quarterback, there is stability in coaching. The two go hand-in-hand. Atlanta has Leeman Bennett and Steve Bartkowski. Philadelphia has Dick Vermeil and Ron Jaworski. Detroit has Monte Clark and Gary Danielson. Although no NFC team appears ready to challenge Dallas with Tom Landry and Roger Staubach, there is growing evidence of solidarity in coaching and quarterbacks resulting in NFC success.

Not everyone agrees that quarterbacks or coaches make teams.

Fran Tarkenton, whose retirement from the Minnesota Vikings robs the NFC of one of the all-time great quarterbacks, is one advocate of the teams make quarterbacks theory.

"No question," says Tarken-

ton. "The AFC has had better teams because they've had better organizations. What would Pittsburgh be without Terry Bradshaw?"

(Tarkenton was not directing this question to the Dallas Cowboys, who probably would answer that the Steelers would be No. 2 without Bradshaw.)

"Pretty good, that's what they'd be," continued Tarkenton. "Two years ago (1976), Mike Kruczek played when Bradshaw was hurt and they won six games in a row with him."

Tarkenton also disagrees with a theory popular among NFC Central Division teams in Chicago, Green Bay, and Detroit that lost to Tarkenton's Vikings year after year. The theory was that Tarkenton alone was the difference. Had he played in Chicago, Green Bay, or Detroit, the Bears, Packers, or Lions would have been winning at least some of those titles.

"Nah," says Tarkenton. "A good quarterback might win one or two games a year for you, but the team is the thing."

But Fran, one or two games a year is all it takes to win in the NFC Central.

Which is the point. Of course, teams must be reasonably sound in other areas. Of course, they must understand the fundamentals of blocking. Of course, they must be able to run and tackle

and to catch the football.

But in the end, they need a quarterback. He is the triggerman. He makes it go. Whether he calls the plays or not, he executes them. No player is more important. The quarterback puts a team over the top.

Try to tell the Detroit Lions that the emergence of Gary Danielson didn't make the main difference in their turnaround.

Consider the best teams of the last decade. Not all of them have won Super Bowl games, but the following teams have the best regular season records from 1969 through 1978:

Team	W	L	T	Pct.
1. Dallas	111	39	1	.735
2. Oakland	108	35	7	.720
3. Minnesota	108	41	2	.715
4. Los Angeles	103	43	4	.687
5. Miami	96	45	2	.671
6. Pittsburgh	97	55	1	.634
7. Washington	87	53	3	.608
8. Baltimore	75	67	2	.521
9. Detroit	73	64	4	.518
10. Cleveland	73	65	3	.518
11. Cincinnati	73	68	1	.514

These are the only winning teams over the past decade. Study them. Of the top eight, seven have been to the Super Bowl during the past decade. Only two other clubs (Kansas City and Denver) have made it to the Super Bowl during the last decade.

Study them closely. Nearly all of them have had the same quarterback and the same coach throughout most of the decade.

Dallas has been coached by Tom Landry since 1960. In 1971, after the Cowboys had lost Super Bowl V, Landry experimented with alternating Roger Staubach and Craig Morton on every play. This continued until the Cow-

By Don Pierson
Pro football writer for the
Chicago Tribune, Don Pierson
is perennial all-pro when it
comes to analyzing the NFL.

**Eastern Division**

	W	L	T	Pct.
DALLAS	12	4	0	.750
*Philadelphia	9	7	0	.563
Washington	8	8	0	.500
St. Louis	6	10	0	.375
N.Y. Giants	6	10	0	.375

Central Division

	W	L	T	Pct.
MINNESOTA	8	7	1	.531
Green Bay	8	7	1	.531
Detroit	7	9	0	.438
Chicago	7	9	0	.438
Tampa Bay	5	11	0	.313

*Wild Card For Playoff

Western Division

	W	L	T	Pct.
LOS ANGELES	12	4	0	.750
*Atlanta	9	7	0	.563
New Orleans	7	9	0	.438
San Francisco	2	14	0	.125

PLAYOFFS

Atlanta	7	13	0	0-20
Dallas	10	3	7	7-27
Minnesota	3	7	0	0-10
Los Angeles	0	10	14	10-34
Dallas	0	0	7	21-28
Los Angeles	0	0	0	0-0



FRAN TARKENTON, perennial all-pro QB, and coach BUD GRANT were together for three Super Bowls with Vikings.

TOM LANDRY has been the only coach Dallas has ever had. ROGER STAUBACH has been Cowboys' No. 1 QB since '71.

boys were 4-3 at midseason. Staubach took over and the Cowboys won 10 games in a row including Super Bowl VI.

Staubach has been the quarterback ever since and the Cowboys have played in three more Super Bowls.

In Oakland, John Madden coached from 1969-1978 and Ken Stabler was the quarterback for the last six years.

In Minnesota, Bud Grant has been the coach since 1967 and the Vikings went to the Super Bowl in 1970 with Joe Kapp at quarterback.

When Kapp left the following year, the Vikings had 12-2 and

11-3 seasons without him, but they didn't return to the Super Bowl until they retrieved Fran Tarkenton from the New York Giants in 1972. Tarkenton directed them to three more Super Bowls.

In Miami, Bob Griese has been the quarterback for the entire decade; Don Shula has been the coach for the last nine years. The results speak for themselves.

In Pittsburgh, the amalgamation of Coach Chuck Noll (1969) and quarterback Terry Bradshaw (1970) has resulted in three Super Bowl victories.

In Washington, George Allen was the coach for seven years

during the 10-year period. His No. 1 quarterback from the start in 1971 was Billy Kilmer.

Los Angeles and Baltimore don't fit the mold.

The Rams have had three coaches during the decade—Allen, Chuck Knox, and Ray Malavasi—and four quarterbacks—Roman Gabriel, John Hadl, James Harris, and Pat Haden. Perhaps it is just coincidence that the Rams are the only team among the top eight that has not made it to the Super Bowl.

The Colts went to Super Bowl III and Super Bowl V with two different coaches (Don Shula and Don McCafferty), but they had



COACH TED MARCHIBRODA's hopes for a winning season rest on the recovery by BERT JONES. The QB's injury spelled disaster for Baltimore in 1978.

the same quarterbacks (Johnny Unitas and Earl Morrall). The Colts have had four coaches since McCafferty and only lately has the alliance of Ted Marchibroda and quarterback Bert Jones taken affect. Jones may be the best example of how much one good quarterback can mean to a team.

Is it entirely coincidence that the best teams all seem to have this magical melding of coach and quarterback? Perhaps, but the theory certainly is more valid than pointing out they all have good left guards or good punters or studious defensive coordinators or modern practice facilities.

"It starts with coaching," says an old offensive coach, Sid Gillman. "If you have good coaching, you'll have good quarterbacks. The head coach has to coach the quarterback. When Bradshaw comes out of a game, who does he go talk to? Noll. He makes the decisions. When Staubach comes out of a game, who does he go talk to? Landry, of course.

"Look what happened to the Giants last year. They lose that game when the quarterback fumbles (because he ran a play called by the offensive coordinator) and the head coach (John McVay) says, 'I didn't have the

headset on.' What difference does that make? He takes the blame."

The mistake led to the dismissal of the offensive coordinator and helped lead to the end of McVay's job and probably the end of the quarterback's career in New York.

The Giants were a lesson in how to lose. When they finally hired George Young to run the show, not before help from Commissioner Pete Rozelle, and after Young hired Ray Perkins to coach, the first thing they did was draft a quarterback.

That's exactly the way Pittsburgh started. It is what Miami did and what Baltimore did and what Dallas did.

And it's beginning to look like what other NFC teams are starting to do.

Atlanta finally got some signs that Steve Bartkowski may be worth the No. 1 draft choice the Falcons spent for him in 1975.

The Falcons have tried to establish quarterbacks before. They made Randy Johnson No. 1 draft choice at their birth in 1966, but he and Coach Norb Hecker lasted only two years.

Coach Norm Van Brocklin brought quarterback Bob Berry with him from Minnesota and

then sent him back along with another No. 1 draft choice for another Viking quarterback Bob Lee (plus the linebacker Lonnie Warwick). Marion Campbell then became coach and the Falcons drafted Bartkowski.

When Bartkowski got hurt and didn't win immediately, Campbell was the scapegoat.

With the hiring of general manager Eddie LeBaron and Coach Leeman Bennett in 1977, a degree of sanity seems to be prevailing. Although Bartkowski lost his job to June Jones at the beginning of last season, he regained it after three games and the Falcons appear to have finally found stability.

Although Bartkowski can't take any more credit for getting the Falcons into last year's playoffs than the bartender-turned-placekicker Tim Mazzetti, he is expected to soon live up to his nickname, "The Franchise."

There is similar history in Philadelphia, and similar hope.

The Eagles floundered from quarterback Norm Snead and coaches Joe Kuharich and Jerry Williams to quarterbacks Pete Liskie and John Reaves and coach Ed Khayat. Then it was quarterback Roman Gabriel and coach Mike McCormack and a 16-25-1 record. Enter Dick Vermeil. He spent one year with Mike Boryla at quarterback and then made a deal for Jaworski, who was languishing on Los Angeles' bench.

Jaworski lived up to his reputation and threw 16 interceptions in the Eagles' first seven games of 1977 as the Eagles improved from 4-10 to 5-9. But there was no panic. Vermeil stuck with him. Last year Jaworski threw 16 interceptions in 16 games.

"I think he will rise to the level of being a 58 percent completion passer and that he'll throw as many touchdown passes as anybody in the league," says Vermeil. "He's a winner. I think there will be a day when he will say that he's our franchise, he's the guy who is going to get it done."

Detroit. Panic City. Greg Landry, Bill Munson, Bill Munson, Greg Landry. Joe Schmidt, Don McCafferty, Rick Forzano,

Tommy Hudspeth. 7-7, 7-6-1, 7-7, 6-8.

When Monte Clark arrived in 1978, he demanded full control of football operations. Rebuilding would be slow. Landry would be quarterback. With a 1-4 record, Clark switched to Gary Danielson. Given his first full shot in the NFL, the former World League reject became the seventh-rated passer in football, third in the NFC.

The Lions won six and lost five under Danielson and finished so strongly that critics had them rated among the best teams in the league, a premature judgment, of course, but revolutionary in Detroit.

Sure, Clark had done an excellent rebuilding job in all phases of the Lions' game. But who was voted Most Valuable Player by his teammates? Danielson.

New Orleans. Were it not for two last-minute 20-17 losses to Atlanta, the Saints might have made the playoffs last year instead of the Falcons. Why? Start with Archie Manning, quarterback.

He has been there since 1971, a perfect example of how one quarterback alone doesn't a team make. The Saints have been awful since their inception, the worst team in football in fact. One reason is they've had more coaches than quarterbacks by a five to four margin, practically eliminating any chance for learning the play numbers let alone gaining stability, security, confidence.

Somewhat out of the mess Manning had his best year ever last season, ranking second in the NFC to Staubach, fifth in the NFL. It was Dick Nolan's first season as head coach and the 7-9 record earned him a second year. If the patience of owner John Mecom allows, Nolan and Manning may eventually oversee something good march into New Orleans.

In Tampa Bay, the Buccaneers made Grambling's Doug Williams the first quarterback drafted in 1978. Williams looked exceptional in several games before getting hurt. If the Bucs can add the blockers to prevent injury to their passer, who will be called

the franchise, the blockers or Williams?

Another No. 1 draft choice will get his chance in Minnesota this year with the retirement of Tarkenton. Tommy Kramer has resembled a young Tarkenton in his rare appearances and there are defenders elsewhere in the NFC Central Division who fear he will make the Vikings just as effective.

With the release of Billy Kilmer in Washington, no 40-year-old shadow hangs over the head of Joe Theismann. Despite his 30 years, Theismann said he felt like a rookie last season under new coach Jack Pardee and his new system. The Redskins won their first six before injuries and age caught up. Pardee let it be known it wasn't Theismann's fault by releasing Kilmer.

In St. Louis the coach-quarterback connection of Don Coryell and Jim Hart was broken after the Cardinals had become one of the league's best offenses. Again, lack of patience, stability, and cooperation by management forced a new start. It will take Hart and Bud Wilkinson time to mold a new team.

Los Angeles is another good example of the point. Loaded with talent at nearly every position, the Rams have been one of football's most successful teams. But they have lacked cohesion in the areas of coach and quarterback and have yet to get over the top. Every year, their season ends prematurely and the whispers are repeated: "They don't have enough of a quarterback."

Pat Haden will hear them until the Rams get to the Super Bowl.

The need for a quarterback in Green Bay reached outrageous proportions during the reign of Dan Devine, who gave up two first round draft choices, two seconds, and a third for John Hadl. Try to tell Devine a team makes a quarterback.

The deal didn't save Devine's job and successor Bart Starr knew a quarterback alone wouldn't make a team. Starr himself had been the quarterback icing on the team built by Vince Lombardi. He knew he had to have blockers and tacklers, but he knew he needed a quarter-

back. One of his early maneuvers was to trade for Lynn Dickey.

Dickey got hurt and Starr was forced to go with David Whitehurst, an unknown low draft choice who in a short year and a half has helped lead the Packers into playoff position. He has his detractors, but there are also some people who think Starr can make him another Starr.

That leaves two teams in the NFC that haven't been discussed—San Francisco and Chicago. Both have shaky futures and one of the main reasons again lies with the coaches and quarterbacks.

The Bears, who went through innumerable quarterbacks and two coaches since their last championship in 1963, settled down a bit with Coach Jack Pardee and Bob Avellini and made the playoffs in 1977. But Pardee suddenly split, leaving the team to Neill Armstrong. Armstrong endured the longest losing streak in Bear history and benched Avellini for Mike Phipps.

The Bears spent a No. 1 draft choice to obtain Phipps and they didn't have a No. 2 role in mind. But he has yet to sparkle in brief appearances and now Armstrong says the job is wide open. So is the Bears' future.

In San Francisco, another succession of coaches and quarterbacks preceded virtual chaos that Coach Bill Walsh must correct.

Walsh, coincidentally, specializes in quarterbacks. Unfortunately for the 49ers, they have just one returning quarterback, Steve DeBerg, and he's coming off a severe knee injury.

Walsh made Notre Dame's Joe Montana his third-round draft choice and Montana couldn't have picked a better place to start a career.

One of the first things Walsh said was, "We're going to have to develop our quarterbacking to the point where it can run the team and not make the fatal errors that lose games."

Walsh comes from the AFC, you know. Pretty soon the NFC will be thinking quarterbacks can do more than not lose; they can win.

There are signs that NFC quarterbacks are emerging.

DALLAS COWBOYS

TOM LANDRY, Coach.
Assistants: Eral Allen, Ernie Stautner, Jim Myers, Jerry Tubbs, Bob Ward, Mike Ditka, Gene Stallings, Dan Reeves.

PREDICTION 1st

Mortality is a difficult thing to accept, especially among the Dallas Cowboy faithful.

The bodies of the players were not yet cold following last January's Super Bowl loss to Pittsburgh when they began discussing among themselves how they might respond to an old question: "What's wrong with the Cowboys?"

It is a question with a long history in Texas, where success on a football field is measured with Texas-sized perspective.

It's not winning that counts; it's by how much.

If it's by a lot, was it a shut-out?

If it's a shutout, how many yards did they get?

How many shutouts in a row? How many first downs? How many sacks?

How many Super Bowls have you won? In a row? Easy? Winning seasons, Division titles, playoff games, Super Bowl trips all mean little when you've won the Big One.

Take away one interference call against Benny Barnes or add one reception by Jackie Smith and the Cowboys might have been reading how they were one of the great teams in NFL history, the first to win three Super Bowls.

They might have read how Tom Landry, one of NFL coaches, increased his stature as a genius, how his game plan to shut down the Steeler running game forced Terry Bradshaw to throw once or twice too often. They might have read they had proved once again that no team can pass so much and hope to win.

Instead, after a glorious year as champions, they hear people ask: "What's wrong with the Cowboys?"

Really now, how can a team with the NFL's leading passer,



ROGER STAUBACH, displaying running ability against Rams, rushed 42 times for the Dallas Cowboys last season for 182 yards, and 1 touchdown.

the leading defense against the rush, the best pass rusher, the NFC's best running game, the league's third best runner, and the most, ahem, famous cheerleaders lose the Super Bowl?

This team scored more points than anyone else in the sport. They had the NFC's best running game and the league's third-best runner.

This is the team that has had the same general manager, same coach, and same fluid organization since its birth in 1960. They have a personnel expert who takes basketball players and trackmen and people from Elizabeth City and Ouachita Baptist

and makes them all-pros. This is the team that invented the computer. How could they lose the Super Bowl?

Actually, the Cowboys started warning fans they were human at the start of the 1978 season.

For one thing, Tony Dorsett overslept. Horrors! A No. 1 Cowboys' draft choice oversleeping? Worse, no Cowboy alarm clock in the sky rang to wake him. A person might expect that such a thorough organization would have thought of such a detail as that. It caused all kinds of furor in Texas. Not only did Tom Landry have to bench his star, thousands of people were left specu-



TONY DORSETT, improving as season progressed, paced Cowboys in rushing with 1325 yards on 290 tries in 1978.



DREW PEARSON, clutch wide receiver for the Cowboys, had 44 receptions in '78 for 714 yards, three touchdowns.

lating about why Dorsett was so tired. Distractions like that can ruin world champions.

Then Harvey Martin, football's most feared pass rusher in 1977, injured his beautiful body. The Cowboys didn't recover until teammate Randy White became football's most feared pass rusher of 1978.

Quarterback Roger Staubach started slowly. That is to say, he wasn't in his accustomed spot atop NFL passers.

A rash of turnovers during the first 10 weeks contributed to a ghastly 6-4 record and The Question: "What's wrong with the Cowboys?"

"Nothing," answered ex-Cowboy Golden Richards, exiled to Chicago in September. "They'll be back. They'll make it to the Super Bowl. You see, in Dallas, everything has to be a soap opera."

Golden was right, of course. The Cowboys tightened their belts and won their last six games. They beat Atlanta and Los Angeles and made an unprecedented fifth trip to the Super Bowl.

Most football fans will live a

lifetime and never see their favorites make two trips to the Super Bowl. Texans should have been humbled by the mere accomplishment of getting there. But egads, they lost! So if nothing is wrong with the Cowboys, can they win it all this year?

"I think the loss in the Super Bowl should give us all the incentive we need to come back and win it all in 1979," says Landry. "That will be our goal."

Incentive may be all this talented club needs. After they won Super Bowl XII, Landry worried that complacency might hinder them. It turned out that the Steelers hurt them more than complacency, but mental attitude plays a vital role in this emotional sport.

Asked what got the Steelers back to the Super Bowl after a two-year absence, Pittsburgh coach Chuck Noll answered: "Watching it on TV for two years."

Is being No. 2 motivating the Cowboys?

Says defensive tackle Randy White: "I can't speak for everyone else, but I can say what I think. It is to a certain extent.

When you get to the Super Bowl, you're one of the two best teams in the whole league. That puts you ahead of everybody else except that one team.

"But the way some people look at it, when you lose the Super Bowl, they forget all the teams you beat on the way there. All they think about is that you lost the Super Bowl. The feeling I kinda get is everybody's thinking, 'You lost the Super Bowl... you lost the Super Bowl.' It makes you wonder what they think of a team that didn't even get to the playoffs."

If fans panicked because of the slow start of last season, the Cowboy players didn't.

"I think everyone else got more upset about it than we did," says White. "Everybody made a big deal about the way we started, but the players knew what we could do."

What they can do is win every game they play. Their weaknesses are completely overshadowed by their strengths.

"The strongest area on the entire team in 1978 was the defensive line," says Landry. "Randy White was exceptional, and even

though Harvey Martin was hurt much of the season he still ended up with a lot of quarterback traps (16, to tie White in that department). They kept the pressure on the opponents throughout the latter part of the year, and this was really responsible for a lot of our success.

"Offensively, we're kind of an amazing team overall. We move the ball well, we score a lot of points and we seem to do what we need to do. Yet you will never pick out any particular area as being really exceptional. They just work well together as a unit, and sometimes that's more important offensively than having standouts in only a couple of areas."

Many observers would disagree with Landry in assessing his offense. Roger Staubach stands out.

Staubach may not call the plays, but he makes them go. The Cowboy offense revolves around Staubach, who edged Bradshaw as the league's top passer with a rating of 84.9 (to Bradshaw's 84.8).

Although Staubach is now 37 years old, Landry feels he can play for several more years "at this high level."

"I don't rate other quarterbacks in the league, but I don't know anyone I'd trade for Roger," says Landry.

Pro players agree. In a poll taken last year, Staubach was ranked the best quarterback in football.

Behind him, the Cowboys have Danny White and Glenn Carano, a pair that would make many of the teams in the NFL happy.

When the Cowboys were trailing Atlanta 20-14 at halftime of their NFC playoff game and Staubach was sidelined with a concussion, White led them to a 27-20 victory.

"I was worried about Roger," said offensive tackle Pat Donovan, "but not about losing the game, because he wasn't in there. I was worried about how hurt he was. Listen, we don't miss a beat when Danny comes in."

That might be exaggeration, but White has confidence in himself, too.

"I honestly think I have a shot

at the starting job," says White. "But if it doesn't work out, I plan to make this my last year of sitting on the bench."

If that frightens Cowboy fans, listen to Dallas scout Red Hickey on Carano: "He might be better than White."

"We're strong at quarterback," says Landry.

Even a weak quarterback could hand off to Dorsett and win a lot of his games.

"Dorsett played well early in the year, but not anything near the way he played in the latter part of the season," says Landry. "Toward the end, when we started to win and went into the playoffs he was running better as a pro than he has at any time. He started to learn the holes, where the softness is in the defense, and he started making key plays for us. Tony's future is very, very bright."

"As an individual, what I want to do is to be known," says Dorsett. "When you speak of great running backs like Jim Brown, Gale Sayers and O. J. Simpson, in the same breath I want them to bring up the name Tony Dorsett."

"With that team, he could gain 300 yards in a game someday," says Chicago General Manager Jim Finks.

The Cowboys are so satisfied with their running backs that they didn't draft one until the fifth round last May when they took Ohio State's Ron Springs. This is unusual for Dallas.

Teaming with Dorsett will be Robert Newhouse, who came back from injury to start the Super Bowl.

"He was having one of his best years when he got hurt late in the season," says Landry. "When he got hurt, an encouraging thing happened when Scott Laidlaw stepped in and did an outstanding job."

Preston Pearson, 34, plans to return to play the vital role of third-down pass receiver. He had 47 receptions last year to lead the team.

More depth is provided by Doug Dennison, back from injury, youngsters Larry Brinson and Alois Blackwell, and Todd Christensen, the No. 2 draft

choice a year ago who missed the season with a broken foot.

"We'll probably use Todd as both a tight end and as a back in the spread formation," says Landry.

For an offensive line that was suspect after losing Ralph Neely to retirement last season, the Cowboy blockers did what Landry describes as "a remarkable job."

Landry rates left tackle Pat Donovan his best. Right tackle Rayfield Wright was all-pro when his knee was 100 per cent. Guards Herbert Scott, Tom Rafferty and Burton Lawless are more than adequate and center John Fitzgerald played despite injury all season.

Depth is good with Andy Frederick, Tom Randall, Jim Cooper, David Hudgens, and rookie center Robert Shaw of Tennessee,



BENNY BARNES, cornerback, had 5 interceptions for 72 yards in 1978.

CLIFF HARRIS, Dallas safety, is rated among the best in the league.





DALLAS COWBOYS

OFFICIAL WEEKLY

Walk through the front door and get an inside Master's education on today's most watched, most talked about, most influential football team — America's favorite team.

Subscribe to the Dallas Cowboys Official Weekly



Yes, you can step inside the front door of the Dallas Cowboys and take a look around. **The Dallas Cowboys Weekly unlocks the door and probes** inside the team, inside the locker room, inside the front office and on the field, revealing information found no where else.

A big 32 times a year, from training camp through another quest for the Super Bowl and monthly during the off season, the **Dallas Cowboys Weekly** penetrates the mystique and reveals the inner workings of America's most successful sports organization and its * stars * and * stars * and * stars *.

As surveys show, our subscribers read the Weekly from cover to cover and become experts on the Cowboys and the NFL. And nobody does it better than the Dallas Cowboys Weekly. It has the **largest circulation by far** of any similar sports publication.

Look at the unique things you get in the Weekly:

Coach **Tom Landry's** analysis of the game and what he thinks about the upcoming opponent; 100's of questions answered by respected President and General Manager, **Tex Schramm**; game stories with pages of highlights and **color** pictures; what the **national sports writers** said; a countdown section detailing the next opponent complete with **roster**; At Home With the Cowboys; a pictorial essay featuring the world-renowned **Dallas Cowboys Cheerleaders**; How Great It Was, a historical section reliving great moments in **Cowboys history**; Cowboys Confidential, a **notes** and **quotes** column dealing with daily information and clubhouse gossip; **statistics**, notes and numerous special features that can be found no where else, but inside the pages of the Dallas Cowboys Weekly.

If the Dallas Cowboys — America's team — is your **favorite team**, too, unlock the front door and **subscribe today!**

*Drew Pearson

*Harvey Martin

*Cliff Harris

*Billy Joe DuPree

*Charlie Waters

**32 issues just
\$15⁹⁵**
delivered directly
to your door



*Tex Schramm

*Gil Brandt

*Ed "Too Tall" Jones

*Randy White

*Thomas "Hollywood" Henderson

*Dallas Cowboys
Cheerleaders

DALLAS COWBOYS WEEKLY, 6116 N. Central Exp., Dallas, TX 75206

1 year (32 issues) \$15.95 - Save 34% off single copy price. PA
SAVE! 2 years (64 issues) \$29.95 - Save 38% off single copy price.
SAVE EVEN MORE! 3 years (96 issues) \$41.95 - Save 42% off single copy price.

Name _____

Address _____

City _____

State _____

Zip _____

Enclosed you will find a check or money order in the amount of _____ to cover the cost of a _____ year subscription to the **DALLAS COWBOYS WEEKLY**.

Charge my _____ year subscription on my ☐ Mastercharge ☐ VISA card.

Credit Card Number (Use a dash where there is a space)

These rates good only in the United States. Rates to foreign countries provided upon request.

PHILADELPHIA EAGLES

DICK VERMEIL, Coach.

Assistants: Chuck Clausen, Dick Coury, Ken Iman, Billy Joe, Sid Gillman, Fred Bruney, Marion Campbell, Jerry Wampfler, George Hill, Chuck Bednarik, Lynn Stiles.

PREDICTION 2nd

Who are these guys, anyway, and where did they come from? And why are they smiling?

The Philadelphia Eagles haven't been in the league since 1960. This must be the minor leagues, right? A Pennsylvania farm club for the Steelers. For years, they were a halfway house, not a football team.

Nobody ever took the Eagles seriously, not even one year ago when they were picked by some to finish dead last in the NFC East.

The quarterback was The Polish Rifle, Ron Jaworski, who mainly shot off his mouth instead of his arm. The coach was that rah-rah college kid, Dick Vermeil, who beat Ohio State once while at U.C.L.A. and cashed in.

They don't play on Monday night, so nobody sees them. They gave away all their draft choices for Bill Bergey, so nobody hears about them on draft day. Everyone knows they never play after the season.

You say Carl Hairston should be all-pro? What position?

"We have more good football players here than people give us credit for," Vermeil says. "It's just that not too many people know about them, and some of them didn't know how good they could play."

People are beginning to get the idea. The Eagles aren't ready to challenge Dallas yet, but last year they weren't supposed to be ready to challenge Washington or St. Louis. Or even the New York Giants.

They beat them all out, gaining one of the wild card playoff berths. They lost to Atlanta 14-13 for want of a kicker.

Are they really that close?

"It will not be easy to go 9-7 again," cautions Vermeil. "I'm not looking for excuses for losing,



JERRY SISEMORE, 260-pound Philadelphia tackle, puts the muscle on Los Angeles's JACK YOUNGBLOOD (85) as QB RON JAWORSKI seeks receiver.

it's just that I'm very much aware of what it takes to win in the league and we're not there yet.

"There is no one on our schedule that we can look at and say, 'There's a win.' But by the same token, nobody can look at the Eagles and say, 'There's one or two wins.'"

For a franchise that hadn't won more games than it lost since 1966, a little hope was all that was needed to make demanding Philly fans happy.

Vermeil's accomplishment earned him NFC Coach of the Year honors from UPI. It also earned accolades from football experts who are convinced that the only way to win is through the draft.

The Eagles had not had a No. 1 or a No. 2 draft choice since 1973, when tackle Jerry Sisemore joined the club. He was the only

No. 1 on the Eagle roster last season.

The Eagles had no draft choices in the first two rounds in 1978; none in the first four rounds in 1977; none in the first three rounds in 1976; none in the first six rounds in 1975; and none in the first two rounds in 1974.

Playing with that handicap, experts felt, would allow them to beat only the Washington Redskins.

Finally, Vermeil goes into a season with top draft choices. The first is outside linebacker Jerry Robinson, whom Vermeil recruited at U.C.L.A. Called one of the best athletes in the draft, Robinson is ideally suited to the 3-4 alignment the Eagle use. Linebackers were already an Eagle longsuit, but Vermeil felt Robinson was too good to pass up.

The No. 2 choice was little-known guard Petey Perot of

Northwest Louisiana and No. 3 was barefoot kicker Tony Franklin of Texas A. & M.

Of the top three, only Franklin can score points and there is question as to whether a barefoot kicker can adjust to the NFL. Franklin would be the first.

Scoring points is Vermeil's biggest problem. To win nine games again, the offense likely will have to average more than the meager 16.8 points it put on the board last year.

Even with Jaworski having his best year, Montgomery running for 1220 yards, and 6-8 Harold Carmichael catching a career high 55 passes, the Eagles managed only two touchdowns a game.

The reason is they didn't have much else in the way of scoring power. Their 1979 draft didn't produce the game-breaking wide receiver Vermeil would have liked to line up opposite Carmichael.

But first things first. The emergence of Jaworski was more than many people predicted. He went from 16 interceptions in the first seven games of 1977 to 16 interceptions in all 16 games last year. Nobody in the NFC who threw over 200 passes threw any less.

"I think he'll rise to the level of a 58 per cent completion passer (51.8 last year) and that he'll throw as many touchdown passes as anybody in the league," says Vermeil. "To help Ron the most, we have to improve the pass catching skills of our receivers, not just the wide receivers but the running backs, too."

Behind Jaworski, Vermeil has John Walton and the Eagles added Sonny Wade from the Canadian League during the off-season. "He'll contribute experience if he can make the team. He's played under pressure in four championship games up there, so he knows what it's all about," said Vermeil.

The surprising rise of Wilbert Montgomery was more than the most optimistic Eagle fan could expect last year. A sixth-round draft choice in 1977, he gained only 183 yards as the team's fifth-leading rusher in his rookie season. He led the NFC in kick-off returns, but did nothing to in-



HAROLD CARMICHAEL, a big target at 6-foot-8, caught career high 55 passes last season for 1072 yards and eight touchdowns, 19.5 average.

dicade a 1200-yard season.

The 5-11, 195-pounder shattered Steve Van Buren's 29-year-old club rushing record with his 1200 yards and nine touchdowns despite sitting out almost three full games with injuries. The performance won Pro Bowl honors.

Vermeil wants Montgomery to improve his receiving and blocking, but he'll take another 1200 yards just the same. Fullback Mike Hogan does the blocking and added over 600 yards rushing.

Behind the two starters, the talent is thin, but Vermeil drafted well-regarded runner Ben Cowins of Arkansas in the fourth round. He'll join Billy Campfield and Vermeil expects Jimmy Bettersen and Herb Lusk to return from injury.

Carmichael led all NFC receivers in yardage (1072) and averaged (19.5) per catch. He will enter 1979 with a string of 96 consecutive games in which he has caught a pass, just nine short of tying the NFL record set by Danny Abramowicz.

Opposite Carmichael, the Eagles need to get better. Charlie Smith was hampered by leg injuries and caught only 11 passes. Second-year man Oren Middlebrook has speed, but dropped too many balls as a rookie.

Jaworski will welcome the re-

turn from injury of dependable tight end Keith Krepfle, who had caught 26 passes before missing the final six games last year with a rib injury.

The Eagles are able to throw, run, and catch because they have two of the best offensive tackles in the game—Stan Walters and Jerry Sisemore. Walters made the Pro Bowl last year despite a bothersome ankle injury. Vermeil thinks Sisemore is nearly as good.

The Eagles picked up veteran Jim Yarbrough from Detroit as reserve strength.

Rookie Perot will learn under two veterans at guard, Wade Key and Woody Peoples, and center Guy Morriss enjoyed his best season last year and is backed by capable Dennis Franks.

"If we get to a point where we're putting 20 points a game on the board, then we'll win 11 or 12 games," says Vermeil. "But if we can't, we're going to have to struggle to win five or six games."

That the Eagles won nine while scoring only 16.8 was a tribute to the defense, the strength of all playoff clubs.

If Claude Humphrey returns to the all-pro form he had at Atlanta, the big defensive end could give the Eagles the pass rush they would like. Although Vermeil is committed to the 3-4, he saw the Eagle sack total drop to

ST. LOUIS CARDINALS

BUD WILKINSON, Coach.

Assistants: Harry Gilmer, Jerry Thompson, Tom Bettis, Jim Sweeney, Rudy Feldman, Fred Glick, Leon McLaughlin, Duane Putnam.

PREDICTION 3rd

After 15 years away from the game, Bud Wilkinson returned to find one major difference between the St. Louis Cardinals and the Oklahoma Sooners—squad size. Wilkinson found out that injuries and other misfortunes can whittle a National Football League team into kindling wood before a man can say redshirt. At Oklahoma, Wilkinson rarely had to recall the definition of injury. When it happened, he would dwell on it only long enough to reach into the second or third balcony of benches and point a finger at another all-state halfback.

At St. Louis, he discovered early he would have to manufacture tight ends out of water buckets, and football fans everywhere discovered after all these years that Bud Wilkinson himself was human. Delightfully so, too, because he proved that success in no way left him ill-prepared for adversity. Wilkinson remained graceful under pressure.

From the start, there was fear that he might have forgotten the difference between an X and an O, that he may confuse blocks with tackles.

There was fear that he wouldn't be able to function without instant replay and Chris Schenkel.

After running for the U.S. Senate and serving on Presidential physical fitness, drug abuse, and employment boards, there was fear this 63-year-old man wouldn't be able to relate to today's youth, as if he had been locked in a TV studio.

There was fear he would tarnish the image by returning to the land of the mortals. If he did, it was mainly in his failure to make lame men walk.

Hit by the exit of running back Terry Metcalf, the trades of guard Conrad Dobler and wide



JIM HART, getting support from guard TERRY STIEVE, enjoyed solid season last year, his 14th with Cardinals, tossing for 3121 yards, and 16 TDs.

receiver Ike Harris, and the injury (Achilles heel) to tight end J. V. Cain before the season, Wilkinson lost his first eight games as injuries continued to mount, affecting the entire Cardinal offensive line.

Wilkinson showed some of his coaching prowess by keeping calm and watching his battered team come back with six victories in their last eight games, a record matched only by Dallas in the NFC.

"He kept us together," quarterback Jim Hart said. "He was always positive. I think people expected us to fall apart when we kept losing, but we didn't and Bud was the major factor. It was easy to play for him."

The fast finish and the Cardinals' apparent success in the draft indicates a rebound for this

team, because it still possesses some essential ingredients of a high-powered offense—Hart and a great offensive line.

Any luck on the injury front could propel the Cards into second place behind Dallas in the NFC East.

A fast start this time could put them back into the playoffs, because any team that could survive their first eight games even with a 4-4 record bears watchings.

They open with Dallas, the Giants, Pittsburgh, Washington, Los Angeles, Houston, Philadelphia, and Dallas. If Wilkinson can guide his team from Dallas to Dallas and remain intact, he could become immortal again.

The apparently successful draft depends solely on the legs of one man—Miami running back

Ottis Anderson. He is nicknamed O.J. and scouts who have seen him haven't asked why.

The 6-1, 202-pounder was the first back taken in the Year of the Running Back and is expected to restore to the Cardinals many of the gifts Metcalf took with him to Canada.

The Cards finished 26th in the league in rushing yards per game, a shortcoming so conspicuous that Wilkinson didn't call off his quest for improvement in the first round of the draft.

After Anderson, the Cardinals added U.C.L.A.'s big fullback, Theotis Brown, a 6-2½, 232-pounder who will complement Anderson if he can beat out veterans Jim Otis or Wayne Morris.

The remarkable Otis became the leading rusher in Cardinal history last season when he gained 664 yards. He did it after taking over for injured Morris, who had 631 yards. Morris did not fumble on a running play all season.

With veteran Steve Jones also in the fullback picture, the Cardinals should have little problem with their inside game.

Outside, Anderson will try to get help from Gordon Bell and Will Harrell, who couldn't help other teams before their releases last season.

Harrell is a productive punt re-

turner. He was fourth in the NFC in that category last year.

Hart remains the heart of the attack. At 34, he enjoyed his best season passing last year despite the injuries and other drawbacks. Often, he passed because there wasn't much else to do. Nevertheless, his performance won the MVP award from his teammates.

With the retirement of Minnesota's Fran Tarkenton, Hart has completed more passes for more yards than any current NFL quarterback. He is 10th on the all-time list.

Hart's offensive line keeps him unusually healthy and it's a good thing for Cardinal fans. Behind him are untested Steve Pisarkiewicz, 1977 No. 1 draft choice, and Mark Manges, another untested free agent.

Hart's season was all the more impressive after the loss of Harris, Metcalf, and Cain—his first, third, and fourth leading receivers of 1977.

Only Mel Gray remained among the top four and Gray missed the final three games with an ankle injury.

Taking over as Hart's big receiver was little Pat Tilley, too small, too slow, and too good to be true. He had 62 receptions.

Gray had his best year ever in 13 games, catching 44 passes and extending his streak of consecu-

tive games with at least one catch to 76. Gray has played nine years and still averages better than 20 yards per catch.

Showing considerable talent as a rookie was 6-3 Dave Stief, who added 24 receptions after replacing another rookie who was injured, Jim Childs.

Cain is expected back at tight end despite the serious nature of Achilles injuries. He wasn't the only tight end to go down for the Cards. Backup George Amundson was lost for the year with knee surgery and Wilkinson ended up with rookie waiver claim Eason Ramson and Patriots' castoff Al Chandler. If Cain can't make it, Chandler appears most able to take up the slack.

Injury simply couldn't strike an entire unit again the way it struck the Cardinals blockers last season. When the Cards' finally broke their eight-game losing streak by beating Philadelphia, it marked the first time the veteran line worked together all season.

Pro Bowlers Dan Dierdorf, Tom Banks, and Bob Young form a nucleus that hardly misses Dobler's presence, except for publicity purposes. Terry Stieve, obtained in the Dobler trade, will start at right guard beside tackle Dierdorf. Keith Wortman is being hailed as more Pro Bowl material at left tackle.

BOB YOUNG, a 14-year veteran and Cards graybeard at 37, uses 279 pounds to provide protection for JIM HART.



DAN DIERDORF, 6-foot-3, 288-pound offensive tackle who earned Pro Bowl berth in 1978, has 9 years experience.



THE AUSTIN EDGE



PRO FOOTBALL'S CASTAWAYS HANDICAP CHAMPION — receiving \$42,000 is Gary Austin, the '78-'79 winner. The presentation was made by Bill Fredman (right), President of the Castaways Hotel & Casino.

There is only one handicapper who won the 1978-79 \$60,000 Castaways handicapping championship tournament against all entrants (including Jim Feist, Lem Banker, H & H Sports, Larry Merchant, John Bennett, Bob Dark to name a few) in a nationwide competition. **His name is Gary Austin.**

There is only one handicapping service owner whose main income for the past 3 years has been derived from betting sports (baseball, basketball and football). **His name is Gary Austin.**

There is only one sports service operator who lists his occupation as "professional gambler." **His name is Gary Austin.** (A copy of Gary Austin's 1978 I.R.S. form, which declares NET gambling earnings in excess of \$100,000, will be sent on request.)

There is only one sports service which issues the following challenge. AUSTIN EDGE will lay 2-1 odds to any other sports service that can match or beat his 1978-79 Castaways winning record on this year's contest. (Money wagered to be posted in advance and held by any mutually agreed upon Las Vegas sports book.)

- Open 7 days per week 8 a.m. to 5 p.m. PST.
- The early Las Vegas line.
- The Las Vegas line for baseball, football, basketball, hockey, boxing.
- Lines for special events such as the Boston Marathon, Academy Awards, etc.
- The Las Vegas line for over-unders (totals), wind directions.
- Money moves — steam teams. Our lines are constantly updated.
- Toll Free numbers.
- Sports wire.
- Key injury and weather reports.
- Courteous and competent staff headed by Gary Austin, 1978-79 Castaways \$60,000 handicapping tournament champion.

We accept



Mastercharge or Visa.

If you are a sports fan, you owe it to yourself to learn about Gary Austin and his newly established sports information service.

THERE'S ONLY ONE GARY AUSTIN

Call Austin Edge in Las Vegas for Details. Toll Free.

1-800-634-6149 or 1-800-634-6259 (Hawaii & Alaska)

Austin Edge, Ltd. — 5030 Paradise Rd. B114 — Las Vegas, Nevada 89119

(702) 737-0859

WASHINGTON REDSKINS

JACK PARDEE, Coach.

Assistants: John Hilton, Joe Walton, Richie Petitbon, Bob Bowser, Ray Callahan, George Dickson, Richard Ulrich, Fred O'Connor.

PREDICTION 4th

There really is another side of the hill.

For years, the Redskins had everyone believing otherwise. George Allen had people believing he could trick the system and win. He did trick the system and win. He won with neither draft choices nor youth. Then he left. He left and laughed and there are still football fans who think his departure is responsible for the Redskins' demise. In fact, it was his presence. His methods eventually left the Redskins virtually helpless. They are paying now for what Allen bought them—with interest. The future for the Washington Redskins was yesterday. They will pay the price for their 1973 Super Bowl appearance for several years.

The 35-year-old men that won for Allen have become 40-year-old men that cannot win for Jack Pardee. No one knows it better than Pardee, who might still be playing if Allen were around.

Pardee has systematically told former teammates they can no longer play. He is doing what had to be done, telling them one by one that the old-timers' reunion has ended. It's time to go home, time to sweep up. The longer they stay the longer it will be until the next party.

Even Billy Kilmer has been kicked out the door. It figures. Old Whiskey wouldn't go on his own. They'll probably wish they'd kept him later on, one more time, one more play, one more relentless limp downfield. Kilmer will be 40 when the season opens. He follows Len Hauss, Ron McDole, Pat Fischer, Chris Hanburger, Charley Taylor, Jerry Smith, Brig Owens, Jake Scott, George Allen.

And what about the other veterans—Coy Bacon, Lemar Parrish, Ken Houston, John Riggins, Harold McClinton, Mike Curtis? They can't stay forever.



TONY GREEN (34) was the Redskins top draft pick in 1978 and earned Pro Bowl status, averaged 25.6 per kick return, 10.5 per punt return.

And who will replace them? San Diego State tight end Don Warren, Penn State linebacker Rich Milot, Notre Dame wide receiver Kris Haines, Arkansas Central linebacker Monte Coleman, Knoxville wide receiver Tony Hall. These are the obscure names of the Redskins' small 1979 draft.

"We know we have to improve from within," says Pardee.

"We can't panic," says general manager Bobby Beathard. "I know the fans and the press would like to hear me say something else, but this team has to be rebuilt and we have to be patient."

"People have to realize it's not an overnight thing. I knew that when I took the job and I'm not discouraged. But I think it's a three-year deal. It won't be until 1980 that we have a full draft."

The Redskins have problems everywhere.

The strength of the team are its kickers—Mike Bragg and Mark Moseley—ages 33 and 31, respec-

tively; and the defensive backfield including Parrish, 31, Houston, 34, and Joe Lavender, 30.

Quarterback Joe Theismann, who took the club to a misleading 6-0 start last season, finished with a slightly separated shoulder, a wobbly knee and bruises all over his body. The 6-0 opening followed by a 2-8 close resulted in a fairly accurate 8-8 picture of the Redskins' ability. To match .500 this year will be more difficult.

Theismann appears solid, although Beathard says veteran backup Kim McQuilken will get a long look. Theismann had only five interceptions in the first six victories. In the final 10, he threw 13 interceptions, many of which he was unable to see because he was lying on his back. The injuries to the offensive line resulted in 27 sacks during the second half of the season.

Pardee was so desperate for blockers at one time that he rehired one of the Redskins' who was cut in the pre-season and



JOE THEISMANN, beset by injuries late last season, passed for 2593 yards and 13 touchdowns for Redskins in 1978.

happened to be in town at the Players' Association office for a grievance hearing—Jeff Williams. He became a starter within two days.

The offensive line must regain tackle George Starke, who spent the final seven games on injured reserve. When he went down, the right side was life to Jim Harlan, but was injured immediately. Enter Williams.

Terry Hermeling must stay healthy at left tackle and guards Ron Saul and Dan Nugent and center Bob Kuziel have little experienced backup help if they are hampered by injury.

Pardee will be almost forced to make a deal or at least pick up some depth on the offensive line from the waiver wire.

The receiving and running is only slightly better off, full of question marks other than health.

Leading wide receiver Danny Buggs caught 36 passes and John McDaniel 34. Both are rejects from other teams and neither will make Washington forget Charley Taylor or Roy Jefferson in a hurry.

Tight end Jean Fugett caught a team-leading seven touchdown passes, but Redskin insiders feel his contributions on the field are sometimes outweighed by his

penchant for being a clubhouse lawyer.

Depth among the pass catchers is in the hands of Ricky Thompson, Terry Anderson, and Reggie Haynes, and three of the five rookies brought aboard—Warren, Haines, and Hall. Obviously, the receiving corps was in need of repair.

Pardee got a 1,014-yard year from veteran fullback John Riggins, who will try to do it again at age 30 even though he appears to have little help at halfback.

Talented Mike Thomas played out his option, received no offers, and was traded to San Diego for draft choices who won't arrive until next year.

The leading kickoff-punt returner in football last season, second-year man Tony Green, will get a chance to show whether he can turn the corner from scrimmage. Miami castoff Benny Malone also will get a shot at Thomas' job. Clarence Harmon and Ike Forte are also available and the Skins signed Benny's brother Art and acquired Don Testermann to help Riggins.

This is a group that finished 22d in rushing last season yet the Redskins failed to pluck any of the many running backs that dotted this year's draft.

Pardee's defensive problems

are just as numerous. With the retirement of McDole, 39, the front four appears to be Bacon, 36, Diron Talbert, 35, Dave Butz, 29, and Karl Lorch, 29. Like the rest of the Redskins, Bacon started fast, ended slow. Talbert got hurt. Butz finally turned in a good year.

The depth consists of young tackle Perry Brooks and veterans Bob Heinz, 32, and Dallas Hickman, 26.

This group had helped force 20 sacks in the first eight games, only 15 in the final eight.

Behind them are linebackers who have lost their signal caller, Chris Hanburger, 38, and are hurting for depth. The man in the middle, Harold McLinton, is 32 and enjoyed a good first half last year. Brad Dusek is solid on the left side and Pete Wysocki is the veteran backup who will be first in line for Hanburger's job.

If Penn State's Milot can't help, reserve strength must again come from Mike Curtis, 36, and Hickman, who doubles as a linebacker.

When it is intact, the secondary is as good as there is in the league. They have plenty of opportunity to show it, too.

Parrish, still one of the league's finest corners, was felled by a broken arm for much of last



EQUINOX WITHOUT SONS

THE MARKETPLACE FOR THE PROFESSIONAL SPORTS FAN
Charge Card Orders Phone 312-764-9661 (24 hrs a day) 365 days a year
Official NFL Jerseys - Made for Long Lasting Wear by Rawlings



[H] NFL Men's Jerseys

Official streetwear cut football jerseys are 100% stretch nylon. Lightweight double knit, round neck, quarter length sleeves, single shoulder, SILK-SCREENED NFL sleeve striping and player numbers. Specify S(34-36), M(38-40), L(42-44), XL(46-48). FOR THE FIRST TIME EVER, AVAILABLE IN ALL 28 NFL TEAMS.

\$14.99 + \$1.50 UPS per jersey.



[J] NFL Youth Jerseys

Official streetwear cut football jerseys are 64% nylon/36% cotton. Round neck 3/4 length sleeves, single shoulder, sewn-on NFL sleeve striping, SILK-SCREENED team name and player numbers. Available for all 28 NFL teams in S(6-8), M(10-12), L(14-16), XL(18-20).

\$11.99 + \$1.50 UPS per jersey

*A word about jersey numbers. Some companies add numbers that are heat-transferred or iron-on numbers—we do not! The manufacturer of the NFL jerseys determines 2 numbers each year, per team, to make available, but they do not allow dealers to order by number. Consequently, we cannot guarantee number selection. We will certainly do our best to ship your preference (whenever specified) but if it is out of stock or not made, we will ship what is in stock. Our numbers are GUARANTEED as is all of our SILK-SCREENING NOT TO PEEL, FADE OR WEAR OUT!



[K] NFL FOOTBALL HELMET (NOCSAE APPROVED)

Competition quality by Rawlings. Authentic team colors and emblems. One piece molded Air-Flo-Cy-Co-Lite shell with cemented in dual density padding. Riveted 6-point web suspension with vinyl crown piece, cemented gray vinyl jaw pads, 2-point MCS molded

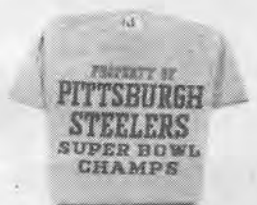
chin strap, riveted double bar face guard. Available for all 28 NFL teams in S96-5/8 0 6-3/4), M(6-7/8 - 7), L(7-1/8 - 7-1/4).
\$23.99 + \$2.00 UPS per helmet.



[L]

Stadium-Ballpark Jerseys

Now, recreate the great times by telling them where you'd like to be! Our official gray shirts, a cotton-polyester blend with quality silk-screening in the front depicting your favorite ballpark(MLB) or stadium(NFL). Specify team and size. Ink color will be the same as the team color. S(34-36), M(38-40), L(42-44) XL(46-48).
\$6.99 + .85¢ UPS per jersey.



[M] Champ's Jerseys

Same quality and size selection as Stadium-Ballpark Jerseys. Specify: Raiders, Cowboys, Steelers, Trailblazers, Bullets, Canadiens, Yankees, Eskimos, Cosmos, Jets (WHA).

\$6.99 + .85¢ UPS per jersey.

WE HONOR



[N] College Jerseys-Practice Jerseys

Like being on the team. Large team name sharply printed in heavy laundry and fade resistant ink on tough official-looking gray cotton polyester blend. Specify S(34-36), M(38-40), L(42-44), XL(46-48). Choose from all MLB, NFL, NBA, NHL, WHA, NASL, CFL, APSPL or All Big Ten Teams(Midwestern), Notre Dame, Texas, DePaul, USC, UCLA, Oklahoma, Oklahoma St., Arkansas, Penn St., Colorado, Alabama, LSU, and others. Ink color in school or team colors.

\$5.99 + .85¢ P & H per jersey

OTHER ITEMS AVAILABLE ON PAGE 11



[P]

BE A SUPERSTAR

With the officially licensed National and American League Superstripes from Equinox. Nylon and Kodel in Superstripe front panels. Nylon top and undervisor with eight rows of stitching, haircloth reinforced front panels. Cloth foam reeded sweatband, back panels of nylon mesh cut-out, adjustable poly-snap fasteners, adjustable sizes—M(6-1/2 - 7), L(7-1/8 - 7-3/4). Available in all NHL, MLB, NFL, NBA, NASL, CFL & Colleges.
Just \$8.00 + .95¢ P & H.



[Q] CHAMPIONSHIP MUGS

High-fire glazed. Giant 20-oz. capacity with full color insignia on one side and key game scores on reverse side. Double banded in 22 kt. gold. Available for: 1972, 73, 74 A's; 1975, '76 Reds or 1977, '78 Yankees. All Super Bowls I-XIII. Functional or a truly great showpiece. Specify championship team and year.
\$10.98 + \$1.50 UPS. Also available in all MLB, NFL, NBA, NHL teams at the same price.

EQUINOX, Dept. 118, 6978 North Clark Street, Chicago, Illinois 60626
Enclosed is my check for \$_____ to cover costs and shipping for the items listed below (please specify item letters, sizes and team names.)

ITEM LETTER	SIZE(S)	TEAM NAME	ITEM LETTER	SIZE(S)	TEAM NAME

Name _____

Address _____

City _____ State _____ Zip _____

Ill. residents add 5% sales tax. Canadian orders include additional \$1.00 to cover costs. Foreign orders please remit in U.S. funds and include extra \$2.00. For domestic 1st class—add \$2.00 per order.

Dealer Inquiries Invited

All other P & H and UPS costs are per item.

Guaranteed fast and personalized delivery.

BankAmericard/Visa, Master Charge, Diners Club

NEW YORK GIANTS

RAY PERKINS, Coach.

Assistants: Bill Parcells, Ralph Hawkins, Pat Hodgson, Ernie Adams, Jim Stanley, Bill Belichick, Bob Lord, Dick Scesniak, Jim Williams.

PREDICTION 5th

The Giants have one of the easier schedules in football thanks to their last-place finish of a year ago. They probably will have an easy schedule in 1980, too, because they could finish last again.

The reason is one word: quarterback. If the Giants start with rookie Phil Simms as expected, it is a National Football League rule that they can't win more than four games.

Rookie quarterbacks don't win in the NFL. Do not win. Cannot win. It is against all laws of average and statistical decency. The quarterback is too important and when he is too young, it is too bad. Period.

He may have the small-college background of Terry Bradshaw, the talent of Bert Jones, the blessing of every scout in captivity, and the potential to be New York's next Joe Namath. But just as soon as it looks like he's going to win a game, just as soon as he has a lead and the clock is running out and the Giants have the ball, he may wheel around and fumble it away instead of falling on it. Or some similar silly thing that would never happen in real life in a million huddles.

The Giants may have a major league defense, a new astute general manager, a bright young coach, and accord in the Mara family and still they will lose for one reason: quarterback.

How long they will lose depends on how fast Phil Simms adjusts to the offensive thinking of Coach Ray Perkins and how fast Perkins adjusts to Phil Simms and how fast the rest of the offense adapts to Ray Perkins and how fast Phil Simms learns everything there is to know about his new teammates.

You see, there are entirely too many variables, too many pieces

to fit the puzzle together in one season, especially with an abbreviated four-game exhibition schedule in which to prepare.

Perkins is one of only two new coaches in the NFC this year, the other being Bill Walsh at San Francisco. Last year, there were seven new NFC coaches. They discovered that teams with offensive problems had great difficulty adjusting to new systems—San Francisco, Chicago, and Detroit, in particular.

The selection of Simms as the sixth player in the draft was a gutty move by Young and Perkins, who could have placated critical New York fans and media by taking a better-known name, such as halfback Charles Alexander or tight end Kellen Winslow.

But they wanted a quarterback first and when Cincinnati took Jack Thompson of Washington State, the Giants didn't hesitate in grabbing Simms.

The 6-2½, 216-pound Simms was not highly recruited when he graduated from high school in Louisville because he weighed only 175 pounds. So he ended up at Morehead State, where he became offensive player of the year in the Ohio Valley Conference.

He was booed at draft headquarters as soon as his name was announced and the Giants wasted no time in applying more pressure on him when they reminded everyone that Terry Bradshaw emerged from a similar background.

Said Perkins, "He reminds me a lot of Terry Bradshaw, physically and in his playing style."

To be sure, the Giants weren't the only club who thought highly of the blond righthander. Most scouts had him ranked among their top 20 players and although Clemson's Steve Fuller was a popular second choice to Thompson in the early stages of draft speculation, Simms had moved ahead of Fuller on the pre-draft



JOE PISARCIK tries to shake off '78 fumble and retain starting job.

scouting lists of many teams.

To indicate that the Giants plan to use Simms now that they have him, Young and Perkins drafted Memphis State wide receiver Ernest Gray with their second pick.

Young and Perkins seem to have the ability to think alike, no small accomplishment in recent Giants' history. It took two months of embarrassing public feuding between owners Wellington Mara and nephew Tim before Commissioner Pete Rozelle helped them settle on Young as general manager.

The former director of pro scouting for the Miami Dolphins insisted on running his own show and when he made Perkins the youngest head coach in the league, few doubted Young was calling the shots.



JACK GREGORY, Giants 12-year veteran defensive end, breaks through Dallas line and manhandles quarterback ROGER STAUBACH last season.



BOB HAMMOND, who led Giants in punt returns, seeks regular berth.

Perkins, 37, was offensive coordinator under Don Coryell at San Diego and is credited with revitalizing quarterback Dan Fouts and masterminding the Chargers' explosive offense.

Young knew Perkins from the time Young was offensive line coach and Perkins was a wide receiver for the Baltimore Colts.

"Ray was always interested in why I did things, how I did things, what we were planning to do in the line," Young said. "It was very unusual for a wide receiver to even give a damn about those big, fat linemen. He impressed me."

Perkins left Baltimore in 1972 and went to Mississippi State as a receiver coach for a year before joining the New England Patriots, where he stayed through 1977.

Perkins made friends immediately in New York when he declared "I like to throw the ball. I like to throw it on first down, and I like to throw it often. My theory of offense is flexible. It depends on how good the defense is. The better the defense, the more you can rely on it, and the more things you can try on offense."

The Giants ranked 22nd in the

league in defense last season, but sent two linebackers (Harry Carson and Brad Van Pelt) to the Pro Bowl and boasts of a strong front four.

Maybe this explains it: The Giants allowed only 37 points during the third quarter all year. But they allowed 108 points during the fourth quarter. They punched out early, folks. Perhaps they were just trying to beat the traffic.

They lost to Atlanta 23-20, New Orleans 28-17, Washington 16-13, Los Angeles 20-17, and Philadelphia 19-17. In each case, the Giants had the lead with less than a quarter to play.

In the Philadelphia fiasco, all quarterback Joe Pisarcik had to do was fall on the ball on the final play. Instead, he followed instructions from offensive coordinator Bob Gibson and tried to spin and hand off to Larry Csonka. He fumbled and Philadelphia ran for a touchdown, incredibly erasing a 17-12 margin. Gibson was soon an ex-offensive coordinator.

The defense couldn't be blamed for that one, but there were other lapses.

The pass rush must start click-

ing on all four this year. The Giants finally got a solid year from 1977 No. 1 draft choice Gary Jeter at defensive tackle, but it was in place of injured Troy Archer, the 1976 No. 1 draft choice. Sadly, Archer was killed in a highway accident June 22, 1979.

John Mendenhall remains strong at left tackle and George Martin at left end led the team in sacks with 10. Right end Jack Gregory will be 35 and still able. Fourth-round draft choice Phil Tabor of Oklahoma also plays end.

With Carson in the middle and Van Pelt on the left, few teams enjoy better linebacking. Brian Kelley starts on the right side. Backup help is inexperienced except for John Skorupan.

The Giants are young, but talented in the secondary. Rookie Terry Jackson proved a worthy brother to Oakland's former Pro Bowler Monte, leading the team with seven interceptions from the left corner. The other corner is manned by Ray Rhodes, who wasn't supposed to last this long. No. 2 draft choice of 1978, Odis McKinney, ended up starting at strong safety rather than corner.

VOLITION COMPANY

P.O. Box 691
Daly City, Ca. 94017



"The Pro Football Specialist"

**HERE IS OUR FANTASTIC OFFER:
PHONE US FROM WEEK 3
ALL THE WAY TO THE SUPER BOWL
WITHOUT SENDING A PENNY!**

**WE MADE A SIMILAR FANTASTIC OFFER
LAST SEASON AND THEN PRODUCED 73%
TOP PRIORITY POINTSPREAD WINNERS
FOR OUR HAPPY SUBSCRIBERS.**

The famous monitor Mike McCusker called our marketing approach "unique" and also described Volition as either "genius or just lucky." Either way it's great news for you! In that same New York Post article, our overall percentage of 71% ranked #2 in the nation out of 24 football services Mike was monitoring.*

For a copy of the all new 1979 McCusker Report send just \$7.00 to McCusker, 3706 W. Northern, V-136, Phoenix, AZ 85021. Mike's bold new book compares many big name prediction services separating the true grit from the grime. Let's support his valiant effort!

JOIN VOLITION AND RECEIVE OUR NEW UNLISTED PHONE NUMBER. JUST READ, FILL OUT AND MAIL US THE COUPON BELOW. SEND NO MONEY.

There will be between 1 and 3 pro picks per week. We expect to have at least 15 TOP PRIORITY selections and more than 30 total picks which will include both the regular season and all the playoff games.

Mailing address: Volition P.O. Box 691 Daly City, CA 94017

I will be phoning the Volition Hotline for 17 weeks of pro football service starting Sept. 14th. If your TOP PRIORITY selections beat the pointspread at least 60% of the time, then I will remit \$200 to Volition just prior to the January 1980 Super Bowl. Otherwise, I owe nothing.

Signature _____

Name _____ Address _____

City _____ State _____ Zip _____

*Quotes and survey results were published in the New York Post, Paul Zimmerman column, October 29, 1978.

Central
Division

DETROIT LIONS

PREDICTION 1st

First? The Detroit Lions? Football's wackiest team? Home of Bobby Layne, Joe Don Looney, Karl Sweetan, Alex Karras and broken promises?

Two things are always true about the Detroit Lions:

1. They're always supposed to be good.

2. They're always bad.

Not real bad, not 4-12 bad or 1-13, but mediocre bad, like 6-7-1, 7-7, 7-7, 6-8, 6-8. Some might argue the Lions were worse than bad because they always stayed the same.

No matter who was the coach or who was the quarterback or who was the owner or who was the troublemaker, they won some and lost some with equal vigor. Usually, they won games they were supposed to lose and lost games they were supposed to win.

And after the season, everybody would have knee surgery and say we shoulda, we coulda, we'll wait till next year. Those Vikings aren't any good anyway, just lucky.

Then they would greet a new

coach, spend all season learning a new system, and finish 7-7.

The Lions haven't won an NFL championship since 1957. Before that season, coach Buddy Parker said: "This team is the worst I've ever seen in training. I can't control it. I can't coach it. So I'm quitting."

On the surface, last season didn't appear much different.

Monte Clark followed Tommy Hudspeth (who followed Rick Forzano) and started to rebuild. He shipped out the Lions' most valuable player on offense, Jon Morris. Morris was a center, which tells you something about the Lions' offense. Clark sent most of the other offensive linemen away with Morris. He traded a complainer, defensive lineman Herb Orvis. Clark ended up leading the league in trades with 16.

"They won't win four games," said Morris.

For the first seven weeks, they won only one.

After a loss to the Chicago Bears, they showed signs of post-season form with a memorable comment to old teammate Morris.

MONTÉ CLARK, Coach.

Assistants: Billy Atkins, Don Doll, Fred Hoaglin, Floyd Peters, Jimmy Raye, Bob Schnelker, Marty Schottenheimer, Larry Pasquale.

"Some of them told me Monte works them so hard during the week they look forward to Sunday so they can take a day off," said Morris.

Laughable, as usual. But Clark soon made good on the only promise he made—that he would be no one's laughingstock.

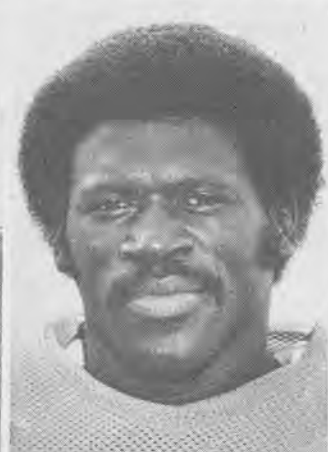
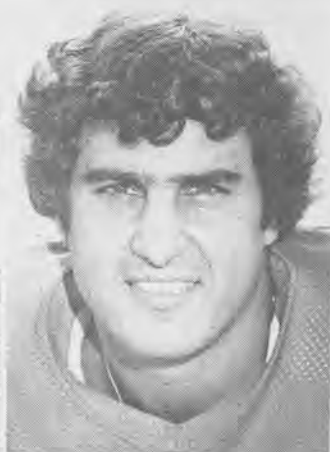
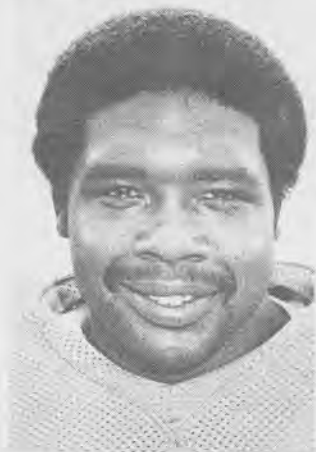
Astute football observers were not surprised. As a 33-year-old member of Don Shula's first staff at Miami in 1970, Clark got the credit for molding the Dolphins' Super Bowl offensive lines out of a bunch of free agents.

He became head coach of the San Francisco 49ers at age 39 and led them to an 8-6 record in the first season. It was three more victories than they had the year before.

By the end of last season, the Lions had three rookies starting in the offensive line. He had rebuilt it twice during the season and still it was playing better than it had played in previous years.

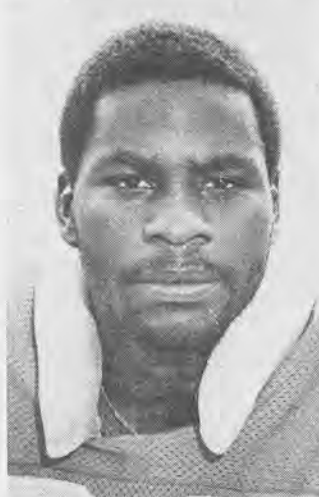
The Lions won six of their last nine games, including the final five at home in the Pontiac Silverdome. The final record was 7-9, a familiar two games under

KEY LIONS: l-r, DEXTER BUSSEY, who led club in rushing last year with 924 yards on 225 carries; veteran linebackers PAUL NAUMOFF and CHARLIE WEAVER, and TOM SKLADANY who was NFC's No. 1 punter.

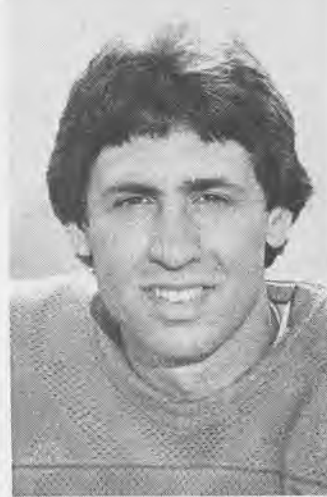




KEITH DORNEY brings top credentials from Penn State.



AL BAKER, 6-6, 260, turned in key role at defensive end in rookie season with Lions, making 23 quarterback sacks.



GARY DANIELSON took over as Lions QB in 6th game last year and set club record, 199 completions, 18 of them TDs.

.500. But in the final four weeks, they upset Denver 17-14 and pummeled Minnesota 45-14, both before large television audiences. They closed with a 33-14 victory over San Francisco and accolades that they were the best team in the Central Division.

The Lions finished so fast that Clark found it necessary to pull in the reins of optimism. Following the San Francisco victory, he said: "It wasn't pretty, but I think it brought us back to reality. We couldn't expect to play like we did the week before (against Minnesota) when we did no wrong."

Of the 45 men on the roster for the final victory over San Francisco, 25 had not played with Detroit the previous year, 11 were rookies.

It is true that the young Lions are not among the higher echelon of NFL teams. But they must be favored to win the Central Division for three reasons:

1. Their 1978 finish.
2. Their quarterback.
3. There isn't much difference between first and last in the Central Division.

Quarterback? The Lions have a quarterback? That may be all it will take to win the Central Division.

The emergence of Gary Danielson at quarterback was the biggest reason for Detroit's success,

bigger even than the spectacular 23 quarterback sacks of rookie Al Baker. Together, Danielson and Baker give Clark reason for more optimism than he likes to show.

Danielson, who joined the Lions as a free agent in 1976, was a benchwarmer in the World Football League. He started only two games in Detroit at the end of 1977, and although he did well and the Lions won, Clark was not convinced he was better than veteran Greg Landry.

Landry was Clark's starter in the first five games of 1978. With the team 1-4, Clark turned to Danielson and gave him his first extended shot at quarterback since his days at Purdue.

The 6-2, 195-pound native of Detroit responded with a most valuable player performance. His team record 199 pass completions in 351 attempts helped make him the third-rated passer in the NFC behind Dallas' Roger Staubach and New Orleans' Archie Manning.

Against Minnesota, he completed 26 of 33 passes for 352 yards and five touchdowns, the finest game by an NFL quarterback all season.

Danielson became so entrenched that Landry asked to be traded and was sent to Baltimore, leaving Joe Reed as the only experienced backup.

Danielson's passing was helped

by the catching of David Hill, who may be a better tight end than some of the great ones who receive more publicity. Hill caught 53 passes, an all-time high for a tight end in Detroit, where Charlie Sanders was once employed. Hill went to the Pro Bowl and has earned the respect of the people who count—the ones he plays against.

With veterans J. D. Hill and Gene Washington out with injuries, Danielson threw 12 touchdown passes to four young wide receivers—Fred Scott, Luther Blue, Leonard Thompson and Jesse Thompson. The Thompsons caught four touchdowns apiece.

Five players—Hill, Horace King, Scott, Blue, and Dexter Bussey—each caught more than 30 passes. If J. D. Hill can recover, (Washington is gone) Clark can enjoy some depth.

Running backs King and Bussey each produced more than 1000 yards running and catching. They provide an excellent complement to Danielson's accurate passing.

Injuries to backups Rick Kane and Lawrence Gaines created a depth problem and the Lions made West Texas State's Bo Robinson their third-round draft choice. They hope he can give them some of the power running that Gaines contributed before

"THE SMARTS"

THE SMARTS
P.O. Box 2938
Little Rock, Ark. 72203

GREEN BAY PACKERS

BART STARR, Coach.

Assistants: Dave Hanner, Bill Curry, Zeke Bratkowski, Lew Carpenter, Dick LeBeau, John Meyer, Ernie McMillan, Fred vonAppen.

PREDICTION 2nd

In their effort to turn this season's NFC Central Division competition into a race rather than a retreat, both of last year's co-ahem-winners—Minnesota and Green Bay—drafted fast running backs No. 1.

Since the Division probably is football's best example of parity/mediocrity, whichever you prefer, the outcome of this year's title chase could depend on one thing—whether Green Bay's Eddie Lee Ivery is a better rookie than Minnesota's Ted Brown.

Ivery was chosen 14th in round one and Brown was chosen 15th and both were taken to provide the speed and scoring punch necessary to win the one extra game, make the one extra play, score the six points that could mean the difference between the playoffs and the stay-homes.

The Packers scored a measly 9.6 points a game in their last nine games of 1978, winning only two while losing six and tying one. Yet they stayed in the title picture until the final week.

The popular explanation for this treadmill was not that the Division had resumed its traditional Black and Blue contests, beating each other into submission by 7-6 scores, but that its teams were too weak to raise as much as a tiny bruise upon each other's heads.

When Green Bay and Minnesota played to the league's only tie of 1978, 10-10, it was generally assumed it was because neither could win, not that neither could lose.

The Central Division glass was half empty in 1978.

In 1979, cynics may be forced to look at it from a different perspective and declare it at least half full. The addition of people such as Ivery may make it so.

The Packers were not supposed to be any good at all in 1978



DAVID WHITEHURST (17) hands off to Packer running back TERDELL MIDDLETON (34) as guard MELVIN JACKSON leads the interference.

and when they were, it was assumed that everyone else was bad. In 1979, the Packers won't be able to sneak up on anyone, including the prognosticators.

There are teams within the Central Division that can't believe the Packers finished ahead of them in 1978 and are determined to put them back in what was thought to be their rightful place.

But the Packers have to be picked for second in the race for at least three reasons:

1. Ivery combined with last year's No. 1 wide receiver James Lofton and running back Terdell Middleton have to add up to more than 9 points a game.

2. Under Coach Bart Starr, David Whitehurst is developing into an outstanding leader and better than adequate quarterback. His presence represents a more stable situation at the vital position than most of the other Central Division teams can claim.

3. A young defense, paced by the excellent outside pass rush of third-year ends Mike Butler and Ezra Johnson, appears as solid as

any in the Division, even despite the loss of Pro Bowl cornerback Willie Buchanan.

It is difficult to believe this is the same club whose fans were running out of ideas for bumper stickers a year ago. The Pack hadn't come back and Starr appeared to be falling, mainly because the team wasn't fine under Devine.

That Starr was able to assemble the foundation of a respectable organization in four years is a genuine tribute to the Lombardi disciple. After what Dan Devine did with the Packer draft choices, the task looked more formidable. It was Devine who gave up the team's 1975 No. 1, No. 2, and No. 3 draft choices and the 1976 No. 1 and No. 2 choices to Los Angeles for quarterback John Hadl, who quickly proved he couldn't help a crippled franchise as much as five young bodies might have.

But Starr did well in deals of his own, drafting Mark Koncar, Mike C. McCoy, Ezra Johnson, and John Anderson with choices obtained in deals for veterans



ERZA JOHNSON, a 6-foot-4, 240-pound defensive end and one of the factors in improved Green Bay pass rush, makes stop on GREG LANDRY.



JAMES LOFTON grabbed 46 passes for 818 yards as rookie last year.

Ted Hendricks, Mike McCoy, and Mac Lane.

The Packers' last two drafts have been especially productive. In the Central Division, three good drafts in a row could put a team over the top and on the way to downright dominance.

Ivery is not the only possible gem the Packers got in this year's draft. Steve Atkins, their No. 2 choice, is another halfback-fullback from Maryland who had as much ability as any runner in the crop, according to scouts. The only drawback for the 6-foot, 220-pounder (bigger than the 6-foot, 205-pound Ivery) is that he was hampered by injuries in college and didn't display the "play-with-pain" attitude scouts love.

But Atkins has Walter Payton-type ability, according to at least one BLESTO scout who saw him often.

"He could make or ruin your draft. He could be just super," says Packers' player personnel director Dick Corrick.

"He's the kind of guy who could get you fired for taking him

or get you fired for not taking him," says another personnel expert in the Central Division.

Ivery has more stable credentials and is expected to beat out fullback Barty Smith and complement Middleton with more speed.

"He's a second-effort kind of runner," says Corrick.

"His style appeals to us," says Starr. "He is not a timid runner. He's a slasher, a contact runner. He breaks tackles."

The speed of Middleton gave defenders another dimension to contain last year. Worrying about two backs should make the Packer running attack twice as effective.

It should especially open up Lofton and fellow wide receiver Aundra Thompson for more of the long passes that were effective but too infrequent in 1978. Lofton caught 46 for a 17.7 average and six touchdowns. Thompson caught 26 for a whopping 20.3 average and two touchdowns.

These two are supported by Steve Odom, the leading kickoff

return man in the NFC and another fast man, Walter Tullis.

The tight end spot is still in the capable hands of Rich McGeorge, steady but not much of a scoring threat with his reception average of 10.7 yards in 23 catches, only one for a touchdown. He is backed by second-year man Paul Coffman. The Packers would like to improve this position.

Despite youth and injury, the Packer offensive line kept Whitehurst on his feet so well that the team felt no urgency to draft even one blocker.

They hope the return of injured tackle Mark Koncar and second-year guard Leotis Harris will provide depth and good competition for starting spots. Former Washington veteran Tim Stokes did a good job of replacing Koncar at left tackle and second-year man Greg Koch did well in his first full season at right tackle. The Packers also like Gerald Skinner, another second-year man from Arkansas.

At guard, Mel Jackson and Derrel Gofourth start, but Harris

A SMASHINGLY GREAT INTRODUCTORY PROPOSITION

You pay AFTER You Win!! — If you don't win you don't pay!!
**YOU NEVER HAD A BETTER PROPOSITION THAN THIS
GIVE IT A GO**

It is our introduction to you from THE PRIVATE PLAYERS CLUB of LONDON, ENGLAND, a highly-respected gentlemen's sporting establishment for serious football buffs. First it worked in England. Then we put our experts to work in your Colonies and it worked over the sea. We tested things seriously all over the States last season and we came up with a better than 80% Winning Points spread record. Now we've got this SMASHING PROPOSITION where you pay AFTER they play, but only if your teams win. "Hands Across the Sea"—Now just where can you go for a deal like that? It is almost the same as betting on a winner after the score is in. Well governor, that's exactly the deal we are offering to you.

HERE IS WHY IT GOES...

- I Send your personal cheque to us at the PRIVATE PLAYERS CLUB - 1501 Broadway - Suite 1414, New York, N.Y. 10036. The fee is \$100, but wait
- II You post date the cheque, Friday, September 14th.
- III Ring us up at (212) 964-9829, AFTER 11:30 a.m. on Saturday, September 8th and we will give you the college game.
- IV Ring us up again on Sunday, September 9th, again AFTER 11:30 a.m. so that we have the latest, the absolute latest information and will give the pro game to you.

GIVE IT A GO — HERE IS HOW YOU CANNOT LOSE

- V Both games, not one but BOTH must win at the points spread as we direct you or we will return your cheque to you, by Friday, September 14th. BUT PLEASE This is a Sporting Club for Sporting Fellows. Individuals only. No groups or Sports Services will be accepted.

Priate
layers
Club

CHEERS TO ALL
FROM YOUR FRIENDS AT THE
PRIVATE PLAYERS CLUB

1501 Broadway-Suite 1414, New York, N.Y. 10036

Dee McElroy, United Kingdom 38 Hatherly Court, Hatherly Grove, London, England W2.



How YOU can get in the best-shape of your life!

Imagine, a body building 'System' that can give you a 'Great-Body', in record time!

Most men never realize their fabulous potential!

How would you like to get into shape? Really into shape. Better than you have ever been! Enough to make the girls notice you with admiration and enough to make the guys turn their heads in envy. No kidding! I don't care how much you are out of shape, regardless how much you have let yourself go. I can change your body 100%, all for the better!

Think about that. How would you like to feel better, look better and have more energy? How? Simply by following our fascinating 'system' which can be done 3 times a week. Chances are you can complete the 'system' in less time than it would take you to get to a commercial health spa and back. And, the 'system' can be followed in the privacy of your own bedroom.

Body building is fun!

Unlike other sports, body building is a 'fun' sport that you can continue to any age. In fact, you obviously need it more as you get older. There are body builders who are in there 40's and 50's who are better built than most Olympic Champions. In fact, they are so well built they would make most professional athletes look puny in comparison.

So, why let yourself deteriorate?

Face it, unless you do something about it, your body gets worse, day by day it gets uglier! Your body and your health are your most important possessions and they deserve your attention. With progressive body building you get better, day by day, with results you can see and feel!

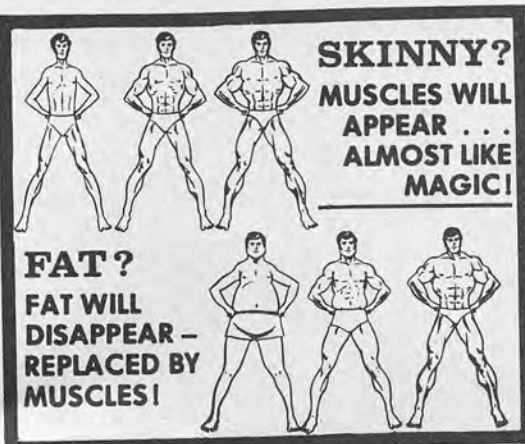
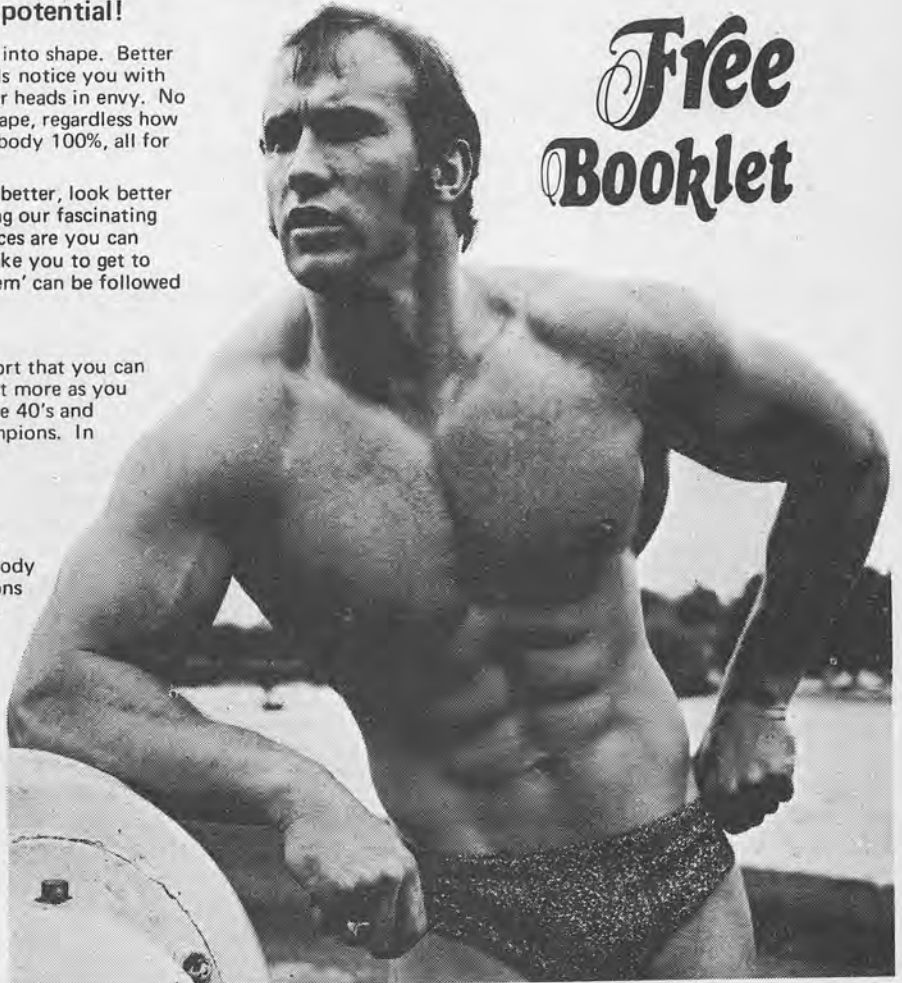
Want a sexy, trim and muscular waist?

Everyone admires a trim waist. Clothes simply look great on a muscular waistline. Ask any girl what the biggest turn-off is in a guys appearance. Chances are she'll say, 'Fat'!! We have the perfect 'fat-eliminator'; the fabulous 'Universal Bodybuilding System'. Your first few minutes with the 'system' will begin to eliminate all excess fat!

As for sports ...

It's a fact; all factors being the same, the stronger person can always outperform! This applies to all endeavors that require strength and endurance.

**Free
Booklet**



The best, most productive body building 'system' for developing the muscular size and strength in the entire body!!

Imagine, a body building 'system' that requires minimal time, but gives you maximum results. You can actually see and feel the results on a day to day basis. Our 'system' has the ultimate masterplan for total body development.

Like more facts?

We'll be glad to send you free colorful brochures and even a free booklet. All you have to do is send us your name and address.

FREE!

UNIVERSAL
BODYBUILDING
Box 6694, Dept-BAS
Detroit, Mich. 48240



You bet I want more facts -- rush me your FREE Booklet and all your Colorful Brochures!!

NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP _____

PACKER FANS!!...Subscribe Today to...



Follow All the 1979 Action as the Pack Returns to the Top!!

The Pack is Back in '79... and there is only one publication that can give you the exclusive, in-depth coverage of the Packers' return to First Place in the N.F.C. Central Division.

It's Ray Nitschke's PACKER REPORT, the weekly newspaper that's a must for every Packer Fan.

Twenty-six times a year the PACKER REPORT brings you:

- Comprehensive Game Coverage
- On-the-Field Action Photos
- Exhaustive Statistics
- In-depth "Matchups" for Upcoming Opponents
- Top Columnists
- Much More

You'll also find in each issue of the PACKER REPORT "Letters to the Editor" from Packer Fans across the country, profiles on Packer players and their families, and news from around the league. The PACKER REPORT is truly unrivaled by any other source of Packer News!!

BIG MONEY-SAVING DISCOUNTS

By subscribing direct to the publisher you get Big Money-Saving Discounts over the regular \$1.00/copy newsstand price:

- 1-year costs only \$12.95, a BIG 50% Savings over the \$26.00 newsstand price.
- 2-years cost only \$22.95, a BIGGER 56% Savings over the \$52.00 newsstand price.

Just fill in, clip out, and mail back the coupon today. You can send payment with your order, or charge your credit card.

FREE GIFT IF YOU ACT NOW

Every Packer Fan who subscribes under the terms of this special Introductory Offer will receive a FREE 8" x 10" four-color Packer Team Photo, ideal for display in your home or office. (The team photo will be taken during the '79 Pre-Season and will be mailed to you by early September.)

WHAT READERS SAY

"Just finished reading the PACKER REPORT. Enclosed is my check to cover the next two years. Because I live in Minnesota, I look forward to the weekly PACKER REPORT to stay tuned in on what is happening in Packer land. I read it from cover to cover."

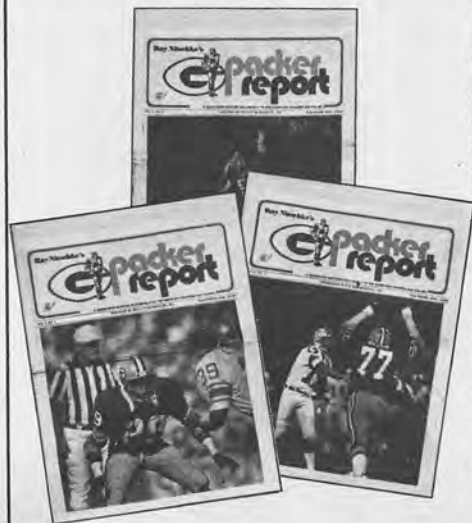
A Packer Backer Always
Charles Bleck, Minnesota

"We all enjoy receiving PACKER REPORT. Good luck to you and the Pack, especially against the Bears."

The Bob Blum Family
Elgin, Illinois

MONEY-BACK GUARANTEE

Your complete satisfaction with the PACKER REPORT is guaranteed. If for any reason, at any time, you are less than 100% pleased... a full refund on the unmailed portion of your subscription will be sent. No questions asked. The Team Photo is yours to keep. It need not be returned.



Get in on all the 1979
Green Bay Packer Action!!

INTRODUCTORY SUBSCRIPTION OFFER

Ray Nitschke's PACKER REPORT 112 Market Street • Sun Prairie, Wisconsin 53590

- ☐ YES, I want to follow all the 1979 Packer Action. Enter my subscription to the PACKER REPORT for the term indicated. Please send me FREE the 1979 Packer Team Four-Color Photo (mailed 9/1/79).

Check one:

- ☐ I enclose payment.
☐ Please charge my credit card.
☐ Master Charge ☐ VISA

Exp. Date _____

Card No. _____

Check one:

- ☐ 1/2-year (13 issues) for only \$7.95, a BIG 39% Savings over the newsstand price of \$13.00
☐ 1-year (26 issues) for only \$12.95, a BIGGER 50% Savings over the newsstand price of \$26.00.
☐ 2-year (52 issues) for only \$22.95, a SUPER 56% Savings over the newsstand price of \$52.00.

☐ Please check here if this is a renewal.

Name _____

Address _____

City _____

State _____

Zip _____

Offer expires 10/31/79

MINNESOTA VIKINGS

H. P. "BUD" GRANT, Coach.
Assistants: Bus Mertes, John Michels, Jerry Burns, Murray Warmath, Les Steckel, Bob Hollway, Floyd Reese, Jim Carr.

PREDICTION 3rd

After 18 years of winning quarterbacking, after rewriting the NFL record book, after passing more times for more completions for more yards for more touchdowns than any other player in history, Fran Tarkenton quit.

This may be the year people find out just how good he was.

Although he was criticized by some for not winning the Super Bowl, he was praised by most just for getting the Vikings there three times.

It is said by some that Tarkenton was the difference when the Vikings won six out of the last seven Central Division titles. Had he played for Chicago, Green Bay, or Detroit some people insist the Bears, Packers, or Lions would have won all those championships, not the Vikings.

Tarkenton disagrees, saying the team makes the quarterback and the Vikings "will do just fine" without him, that the organization is more important than the men in it.

This will be the year everyone finds out. Was Tarkenton the guy "who runs around back there like a little idiot and dumps off little passes to his backs," as Bears' linebacker Don Rives once appraised? Or was he a masterful tactician, superb in spreading and reading defenses, able to carry a single team on his shoulders?

Were his passes designed to pad the record book? Or was this really the only effective way the Vikings could move the ball?

Will it be true that few of his old teammates will miss Tarkenton's outspoken, often caustic demeanor? Or will they be mourning his retirement and long for his short passing?

Was Tarkenton a good quarterback or a great one? Only his colleagues will find out for sure.

Even with him, the Vikings

had slipped from the NFC powerhouse of the early 70s, when both of their lines were young, strong and feared. In the last two years, their records of 9-5 and 8-7-1 have been matched by others in the Division, but the Vikings have prevailed in the playoff tiebreakers because of their unquestioned ability to somehow, somehow win the big games. This is no accident in coach Bud Grant's well-disciplined, experienced organization. It is a talent learned through years of practice and is perhaps the greatest tribute to Grant's effectiveness.

Year after year, experts predict that it is finally time for Father Time to run off with the trophies

and turn the Vikings into ancient mariners satisfied to fish rather than hunt. These experts scan the birthdates and the close scores, add two and two together and invariably come up with the wrong answer. They forget that winning close games (four of the Vikings' 1978 victories were by four points or less) is more than luck. They fail to appreciate that coming from behind is a learned response.

Simply expressed by former Viking general manager Jim Finks, now trying to beat his old club as GM of the Chicago Bears: "The Vikings know how to play this game."

And Grant knows how to coach.

TOMMY KRAMER is heir apparent to QB job, but is he ready for 1978 season?

BOB LEE is experienced hand seeking job as Vikings No. 1 quarterback.





RICKEY YOUNG paced NFL pass catchers in '78 with 88 grabs, good for 704 yards, 5 touchdowns.



AHMAD RASHAD, wide receiver, has been a key member of the Vikings aerial game, making 66 catches for 769 yards last season.

"There always seems to be discussion about age on this team," says Grant. "But if you took a half-dozen players off our team, there would be no age. And then what would people talk about?"

Still, Grant realizes his team is in a transitional stage, which is not to be confused with rebuilding. Tarkenton's retirement and the retirement of venerable center Mick Tingelhoff have underscored that transition and the careers of players Jim Marshall 41, Wally Hilgenberg 37, Paul Krause 37, Ron Yary 33, Carl Eller 37, Bobby Bryant 35, and Bob Tucker 34 are not in their prime.

Grant is prepared for the retirement of most all of them at any time. "We try to improve each year and also to have a gradual transition of players," he says. "I'm talking about key positions—basically starting players. What we want to avoid is that sudden, drastic turnover that some teams face."

To replace Tarkenton, Grant has two candidates—third-year man Tommy Kramer and 11-year veteran Bob Lee. Although Kramer is the heir apparent, Lee has made it clear he intends to be a

factor in the decision. Grant may want to go with experience until he is sure Kramer is ready.

Ask Kramer and he'll say he's ready immediately. Both will no doubt get playing time during the pre-season.

Both also will have something Tarkenton didn't have, or at least something that Tarkenton didn't use—a dangerous breakaway running back.

With No. 1 draft choice Ted Brown of North Carolina State expected to contribute right away, the Viking attack will have a dimension lacking in the Tarkenton strategy. Although Chuck Foreman is an outstanding runner, he averaged only 3.2 yards a game as the Vikings finished last in the league in rushing (and second in passing).

Brown is the fast, durable back that can do for the Vikings what Walter Payton does for the Bears, according to some personnel experts. Although he was the fourth back chosen in the year of the runner, more than one scout rated him No. 1, predicting super stardom for him.

Paired with Foreman or Rickey Young, Brown will cause trouble for any defense.

Without Tarkenton, it is very doubtful the Vikings will have five receivers with more than 40 catches and three with over 60. But those record figures, including a league-leading 88 catches by Young, indicate talent in the receiving department that won't be ignored by any quarterback.

Wide receivers Ahmad Rashad and Sammy White are as good a pair as there is in the NFC and Tucker provides a quality target at tight end ably backed by Stu Voigt.

Whether Lee or Kramer succeeds Tarkenton, the Vikings seem well equipped with skilled offensive weapons. The questionmark is up front, where injury and unrest has taken its toll.

No. 2 draft choice Dave Huffman will have to start immediately for Tingelhoff, or he may have to become a tackle. Frank Myers had to sub for injured Steve Riley at left tackle last year and right tackle Yary has expressed a desire to finish his career elsewhere, like his old running mate at guard, Ed White, who went to San Diego in the Young deal a year ago. Charlie Goodrum and Wes Hamilton are adequate guards. Dennis Swilley

VIKING FANS!!...Subscribe Today to...



Bob Lurtsema's viking report

Follow All the 1979 Action of the N.F.C. Central Division Champions

There is only one publication that gives you the **exclusive, in-depth** coverage of the exciting Minnesota Viking '79 action.

It's Bob Lurtsema's VIKING REPORT, the weekly newspaper that's a must for every Viking Fan in Minnesota... or anywhere in the country.

Twenty-six times a year the VIKING REPORT brings you:

- Comprehensive Game Coverage
- On-the-Field Action Photos
- Exhaustive Statistics
- The Wives' Lives by Barb Sunde
- Sportsagram
- Complete N.F.L. Weekly Update
- In-depth "Matchups" for Upcoming Opponents
- Top Columnists
- Tailgate Corner
- Much More

There's no other place for the full inside Viking story. Subscribe today and get the VIKING REPORT for the '79 season.

FREE GIFT IF YOU ACT NOW

Every Viking Fan who subscribes under the terms of this special Introductory Offer will receive a FREE 8" x 10" four-color Viking Team Photo, ideal for display in your home or office. (The team photo will be taken during the '79 Pre-Season and will be mailed to you by early September.)

MONEY-BACK GUARANTEE

Your complete satisfaction with the VIKING REPORT is guaranteed. If for any reason, at any time, you are less than 100% pleased... a full refund on the unmailed portion of your subscription will be sent. No questions asked. The Team Photo is yours to keep. It need not be returned.

BIG MONEY-SAVING DISCOUNTS

By subscribing direct to the publisher you get Big Money-Saving Discounts over the regular \$1.00/copy newsstand price:

- 1-year costs only \$12.95, a BIG 50% Savings over the \$26.00 newsstand price.
- 2-years cost only \$22.95, a BIGGER 56% Savings over the \$52.00 newsstand price.

Just fill in, clip out, and mail back the coupon today. You can send payment with your order, or charge your credit card.

Get in on all the 1979
Minnesota Viking Action!!



INTRODUCTORY SUBSCRIPTION OFFER

Bob Lurtsema's VIKING REPORT 1500 East 79th Street • Bloomington, Minnesota 55420

- ☐ **YES, I want to follow all the 1979 Viking Action.** Enter my subscription to the VIKING REPORT for the term indicated. Please send me FREE the 1979 Viking Team Four-Color Photo.

Check one:

- ☐ I enclose payment.
☐ Please charge my credit card.
☐ Master Charge ☐ VISA

Exp. Date _____

Card No. _____

Check one:

- ☐ 1/2-year (13 issues) for only \$7.95, a BIG 39% Savings over the newsstand price of \$13.00
☐ 1-year (26 issues) for only \$12.95, a BIGGER 50% Savings over the newsstand price of \$26.00.
☐ 2-year (52 issues) for only \$22.95, a SUPER 56% Savings over the newsstand price of \$52.00.
☐ Please check here if this is a renewal.

Name _____

Address _____

City _____

State _____

Zip _____

Offer expires 10/31/79

CHICAGO BEARS

NEILL ARMSTRONG, Coach.
Assistants: Jerry Frei, Hank Kuhlmann, Jim LaRue, Buddy Ryan, Ken Meyer, Dale Haupt.

PREDICTION 4th

In 1977, the Chicago Bears won their last six games in a row but weren't assured of a playoff spot until a field goal in overtime of the finale.

In 1978, the Bears lost eight games in a row but weren't mathematically eliminated from a playoff spot until later in the season.

Such are the peculiarities of the Central Division. Even winning or losing doesn't seem to prove anything. Fate would seem to play a bigger role in determining the Division champion.

The Bears lost eight games in a row last year, longest losing streak in the once-proud history of George Halas' franchise, and still they felt that a dropped pass here, a missed tackle there, a holding penalty everywhere kept them out of the Super Bowl. They feel confident they will return to 1977 form and resume their just positions as heirs to the Vikings' throne. That's what they were supposed to be when Walter Payton was chasing O. J. Simpson in 1976 and that's what they looked like they'd be toward the end of 1977.

But they lost their coach, Jack Pardee, and they lost some key players to injury, and they lost eight games in a row.

In 1979, the real Bears have to stand up. The "What's My Line" game is supposed to be over. Unfortunately, the Who's My Quarterback show is enjoying an extended rerun. It is the main reason the Bears can be picked no higher than fourth in the Central Division. They could finish higher, of course, because they still have Walter Payton. But they could finish lower because no Central Division rival is more uncertain about its quarterback, including the Fran Tarkenton-less Vikings.

Examining the Bear record more closely indicates another



MIKE PHIPPS threw 10 interceptions in limited starting role last year.

BOB AVELLINI attempts to land regular QB job after up-and-down year.

good reason for picking them fourth: They can't beat good teams. They can't win the big games.

Last season, after a 3-0 start which gave them a quick two-game lead on Minnesota, they hosted the Vikings on a Monday night in Chicago. It was a chance to go three games up on the perennial team to beat. But the Bears fumbled away a snap for a touchdown and gave up two touchdowns in the first eight minutes in a 24-20 loss.

Five of the Bears' nine losses were decided by a touchdown or less, fueling their opinion that bad breaks were as much a factor in their slide as bad plays.

But the big-game syndrome goes beyond one Monday night game against Minnesota. In the four years since general manager Jim Finks has assembled nearly all of this team, their record is 27-31. Only nine of those 27 victories have been against winning teams; only five were against playoff teams. During their six-game winning streak at the end of 1977, a streak that stretched to nine at the start of 1978, only one victim—Minnesota—was a winning club.

By contrast, during their eight-game losing streak in 1978, the Bears lost to six winning teams.

Until they can win some meaningful games, they won't win a title, not even in the wacky Central Division. Certainly, they have no legitimate claim as rightful heirs. They have done little to prove their worth.

It is unlikely that they will win many meaningful games until they know who their quarterback is before Friday night. It became coach Neill Armstrong's custom to announce his starter late in the week. It became the source of some friendly byplay between coach and media and everybody laughed and had a good time—to keep from crying.

Going into 1979, the Bears have even more question marks surrounding their quarterback position than they did going into 1978.

Veteran Mike Phipps, who ended up starting the last two games, refused to attend the team's mini-camp in the spring because of a contract hassle.

Phipps had replaced Bob Avelini for a while during the losing streak before Armstrong went

back to Avellini and then back to Phipps. He even inserted third-year man Vince Evans in certain situations that called for scrambling. His reluctance to throw Evans into a starting role when all was lost, however, indicates that Evans' future in Chicago is questionable at best. That is the only thing even remotely clear concerning the most important position.

Interceptions by Avellini and Phipps got the Bears in trouble often and kept them there during the losing string. Only two NFC teams—pass-happy Minnesota and pass-sad San Francisco—threw more interceptions than the Bears.

Said a dejected Armstrong, "We tried to improve the passing game because it was 21st in the league in 1977, but it got us in trouble." It finished 26th this time.

No team threw fewer touchdown passes than the seven accumulated by the Bears and Kansas City Chiefs. Fans in those cities had to watch all season for as many touchdown passes as

they saw in one Super Bowl game.

To help mask this obvious shortcoming, the Bears drafted two pass rushers instead of passers in the first round. Don't laugh. The only way the Bears can compete with their ball-control, Payton-propelled offense is to have an intimidating defense.

"I don't see this team as a wide-open offense," said Armstrong.

Payton and underrated running mate Roland Harper accounted for 72 per cent of the Bears' offense, running and catching, in 1978. If either gets hurt, the Bears have draftee Willie McClendon, veteran Johnny Musso, and big Robin Earl in reserve.

Wide receiver Golden Richards, obtained from Dallas, caught a career-high 28 passes, but none resulted in touchdowns, the thing he did best for the Cowboys.

Wide receiver James Scott remains the most consistent deep threat in the offense. He caught five of the seven touchdown pas-

ses. Second-round draftee Rickey Watts may help, but admits his forte is blocking and says he'll be happy to do it for Payton.

No team in football ignored its tight end more than Chicago. Greg Latta caught only 15 passes, none for touchdowns, in an era of the dominating tight end. Mike Cobb caught one pass. The Bears have signed ex-Bill Paul Seymour, another tight end who blocks better than he catches.

The offensive line provides solid run and pass blocking and is one of the strengths of the team. No. 1 draft choices Dennis Lick and Ted Albrecht are the tackles with No. 1 draft choice Lionel Antoine in reserve.

The guards, Noah Jackson and Revie Sorey, excel in leading sweeps for Payton and in spiking the ball after his touchdowns.

The center position is manned adequately by Dan Neal, but there is little depth.

Payton should break Rick Casares' club record for rushing before midseason. Only Jim Brown has hit 5000 yards sooner than Payton, who did it in his fourth

WALTER PAYTON carried 33 times last season, piling up 1395 yards.

ROLAND HARPER ranked 6th among NFC rushers with 992 yards in 1978.

ALAN PAGE paced Chicago in sacks last season despite late arrival.



CHICAGO BEAR FANS!!...Subscribe Today to...



BEAR REPORT

Follow All the 1979 Chicago Bear Action!!

For Chicago Bear Fans, there is only one publication that gives **exclusive, in-depth coverage** of Walter Payton and the exciting '79 action of the Bears.

It's Doug Buffone's CHICAGO BEAR REPORT, the weekly newspaper that's a must for every Bear Fan.

Published twenty-six times a year, the BEAR REPORT brings you:

- Comprehensive Game Coverage
- On-the-Field Action Photos
- Exhaustive Statistics
- In-depth "Matchups" for Upcoming Opponents
- Top Columnists
- Much More

You'll also find in each issue of the CHICAGO BEAR REPORT "Letters to the Editor" from Bear Fans across the country, profiles on Bear players and their families, and news from around the league. The BEAR REPORT is truly **unrivaled by any other source** of Bear News!! You'll want to subscribe today.

BIG MONEY-SAVING DISCOUNTS

By subscribing direct to the publisher you get Big Money-Saving Discounts over the regular \$1.00/copy newsstand price:

- 1-year costs only \$12.95, a BIG 50% Savings over the \$26.00 newsstand price.
- 2-years cost only \$22.95, a BIGGER 56% Savings over the \$52.00 newsstand price.

Just fill in, clip out, and mail back the coupon today. You can send payment with your order, or charge your credit card.

FREE GIFT IF YOU ACT NOW

Every Bear Fan who subscribes under the terms of this special Introductory Offer will receive a FREE 8" x 10" four-color Bear Team Photo, ideal for display in your home or office. (The team photo will be taken during the '79 Pre-Season and will be mailed to you by early September.)

WHAT READERS SAY

"Congratulations on your fine publication. I am a life long Bear fan, 40 plus years. Since leaving my hometown of Elmhurst, Illinois in 1947 it has been difficult to keep up on the Bears' fortunes. The BEAR REPORT now fills the void."

Gregory Stanley
Lebanon, Ohio

"I really enjoy the BEAR REPORT and will continue to renew each year no matter what the cost. Best of luck always."

Jim Delehanty
Jeffersonville, Indiana

MONEY-BACK GUARANTEE

Your complete satisfaction with the BEAR REPORT is guaranteed. If for any reason, at any time, you are less than 100% pleased... a **full refund** on the unmailed portion of your subscription will be sent. No questions asked. The Team Photo is **yours to keep**. It need not be returned.

INTRODUCTORY SUBSCRIPTION OFFER

Doug Buffone's CHICAGO BEAR REPORT

500 North Michigan • Suite 700 • Chicago, Illinois 60611

PA

- ☐ **YES, I want to follow all the 1979 Bear Action.** Enter my subscription to the BEAR REPORT for the term indicated. Please send me FREE the 1979 Bear Team Four-Color Photo (mailed 9/1/79).

Check one:

- ☐ I enclose payment.
☐ Please charge my credit card.
☐ Master Charge ☐ VISA

Exp. Date _____

Card No. _____

Check one:

- ☐ 1/2-year (13 issues) for only \$7.95, a **BIG 39% Savings** over the newsstand price of \$13.00
☐ 1-year (26 issues) for only \$12.95, a **BIGGER 50% Savings** over the newsstand price of \$26.00.
☐ 2-year (52 issues) for only \$22.95, a **SUPER 56% Savings** over the newsstand price of \$52.00.

☐ Please check here if this is a renewal.

Name _____

Address _____

City _____ State _____ Zip _____

Offer expires 10/31/79



Get in on all the 1979 Chicago Bear Action!!

TAMPA BAY BUCCANEERS

PREDICTION 5th

In their third year last season the Tampa Bay Buccaneers ran out of their allotment of excuses for expansion teams. They had already won a game, the jokes were getting stale, and that other expansion team on the opposite corner of the continent was quickly beginning to make its contribution toward league parity.

For two years, John McKay had had his pick of the college crop and how many more guys does a coach need to play winning football anyway?

The Bucs decided they didn't need the top 1978 collegian so they traded away rights to Earl Campbell and proceeded as though they were following a grand design. They really would show they knew how to play this game. McKay even declared his bunch were no longer pretenders, but contenders.

Sure enough, they started out by winning four of their first eight games, including a victory over the Central Division landlords, the Minnesota Vikings. A .500 record at midseason put them in the thick of the Division scramble.

But they finished with a 5-11 mark, losing seven of their last eight games and ending up last in the least respected Division.

Why? The answer can be found in another box of excuses allotted to contenders and used by veteran clubs with monotonous regularity. Injuries.

It was a good excuse, if not original. Injuries wiped out the Bucs, sending 14 players to the injured reserve list.

While the excuse was valid, it also represented a form of progress for the Buccaneers and the good fans of Florida. No longer were they losing because they didn't have any good players; they were losing because their good players were hurt.

At least that was the prevalent opinion among people grown weary of the old reason that the club was new. Even if it is more rationalization than truth, it improves the spirit of a community to think the team could have, might have, would have . . . if.

In other years, there was no room for such argument and what fun is sport without argument?

Before, any idiot could walk into Tampa and say, "You know something? Your team is no good."

And the only thing Tampa could offer in response was, "Yeah, you're right."

There was not even the hint of resistance, not the slightest threat of a good fistfight. What fun is that?

Now, when a person mentions the Bucs are no good, the response is often, "Yeah, but we would be if we could stay healthy."

Now, at least the rudiments of debate exist.

The rejoinder could be something like, "O no you wouldn't."

And the reply could be, "O yes we would."

This attitude does wonders for morale, as well as for the security of coaches, personnel experts, and general managers.

The real fun comes next. What happens now? What happens if the ifs stay healthy.

Any decent citizen has to assume that injuries will not rob the Bucs of their No. 1 draft choice quarterback, their No. 1 draft choice halfback, their No. 1 draft choice defensive end, their No. 2 draft choice fullback, and their other No. 1 draft choice (in a trade) defensive end all in one little 16-week stretch.

Only a masochist or a rival Central Division coach could envision such a catastrophe two years in a row.

By all odds and rights, the Bucs should improve in 1979.

JOHN MCKAY, Coach.

Assistants: Bill Johnson, Phil Krueger, George Chaump, Abe Gibron, Wayne Fontes, Tom Bass, Bill Nelsen.

Why then are they picked for last in their Division? Answer: Because last is there and somebody has to fill it. And last in the Central Division could be only a blocked kick—or an injury—away from first.

Take last year, for instance. Even with their 5-11 record, Tampa finished a mere four games out of first. Think of it. The Bucs lost three games on last minute field goals. They almost made the playoffs without their

DOUG WILLIAMS, 6-4 Tampa Bay QB, needs to improve completions.



quarterback, their running backs, their defensive line, or their blockers. That's parity for you.

But back to 1979. It is not easy to pass the Bucs off as the worst team in the Central Division.

Some of the things rookie Doug Williams did at quarterback before he had his jaw broken were eye-popping. He ripped the Chicago Bears 33-14 almost single-handedly. His completion percentage was a lowly 37.6 per cent, but he threw only eight interceptions in 194 attempts and was sacked an amazingly low total of six times, amazing considering the trouble Tampa's offensive line was in.

By comparison, Williams' backup, Mike Rae, was dumped



MORRIS OWENS, 5th year pro, led Bucs with 32 catches for 640 yards.

GORDON JONES, WR from Pittsburgh, likely to step into starting role.



37 times and played less than half as much as Williams.

The Bucs know their quarterback and they have confidence in him and this is no insignificant matter in the Central Division. Stability at such a vital position as quarterback is a rare occasion that very well could mean the difference in the final standings. A quarterback or lack of one could make a team first or last.

Unfortunately for McKay, Williams' health is not the only remedy for the Bucs' offensive ills. They were last in the league in offense last year and injuries aren't the sole reason why.

Fortunately, the hope of at least a partial cure came as gifts of the draft. The Bucs added a blocker, guard Greg Roberts, and a receiver, Gordon Jones, and both will step in immediately.

Without a first-round draft choice (sent to Chicago for questionmark defensive end Wally Chambers), the Bucs didn't expect to get two certain starters in the draft. Even after McKay sent popular middle guard Dave Pear to Oakland for second and third-round choices, no one expected both Roberts and Jones to be available on the 33d and 34th picks of the crop.

McKay called Roberts "the best lineman in the draft." There are reservations about his pass-blocking ability since he played

for Oklahoma, but there have been reservations about the pass-blocking ability of almost every lineman who has played for Tampa Bay, too.

"He'll play right guard," McKay said. "We will suffer some at first by playing him, but we're willing to do that."

Jones will replace McKay's son, J.K., and Larry Mucker, at wide receiver opposite Morris Owens.

"He is an excellent athlete and our thinking is that he'll be a regular right off. He was the best receiver in the draft at catching the ball over the middle," said McKay.

Under normal conditions, Williams has plenty of people to hand off to, although McKay is worried about the rehabilitation of fullback Jimmy DuBose after knee surgery. John Davis, another second-round pick, isn't a bad replacement.

Tailback Ricky Bell did not have surgery on his injured knee and is expected to continue where he left off last season, playing his best football as a pro.

Outside speed is a concern that might be corrected by the return of George Ragsdale from injury or the development of third-round draft choice Jerry Eckwood. Another draftee, Rick Berns, should provide depth that Tampa needed more than most.



\$17,040

NET EARNINGS LAST TWO FOOTBALL CAMPAIGNS!!

**The #1 Rated Sports Advisory Service
In America For 1978**

SPORTS WIRE

- Net earnings last 2 seasons, + \$10,160
- Monday night King Won 24 of 29 for 83%
- Rates: \$75/week
\$275/month
\$750/season
- Toll-free calling for all clients.
- Never a losing season.



**2 WEEKS LATE TELEPHONE
SERVICE AND 2 WEEKS
STEAM SHEET \$96⁰⁰**

**SAVE
40%**

STEAM SHEET

- Net earnings last 2 seasons, + \$6,880
- Sold only by subscription (not sold on newsstands)
- Never a losing season
- Rates: 1 copy \$5⁰⁰
4 copies \$16⁰⁰
16 copies \$48⁰⁰
(season)

A SERVICE YOU CAN BANK ON!



National Sports Wire

P.O. BOX 32408 • OKLAHOMA CITY, OKLAHOMA 73132
FOR MORE INFORMATION CALL:

(405) 755-3860

- ☐ Sports Wire
- ☐ Steam Sheet
- ☐ Special Offer

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

MASTER CHARGE # _____

VISA # _____



*** FOR A COPY OF THE McCUSKER REPORT, SEND \$10 TO:
MIKE McCUSKER, BOX 315, PEORIA AZ 85345**

LOS ANGELES RAMS

RAY MALAVASI, Coach.

Assistants: Jack Faulkner, Lionel Taylor, Frank Lauterbur, LaVern Torgeson, Paul Lanham, Bud Carson, Dan Radakovich.

PREDICTION 1st

The Rams are always first. First into the playoffs and first out.

"Why me, Lord? Why me?" asked all-pro defensive end Jack Youngblood after losing to Dallas 28-0 in last year's NFC championship game. "To tell you the truth, I think we found another way to lose. I didn't think that was possible, but we did. And I thought we'd covered all the bases."

Step right up. Get your season tickets. How will the Rams lose this time? See for yourself. See them wrap up the NFC West by Thanksgiving. See them go 12-4 or 13-3. Listen to them declare that finally, this is next year. Then watch them lose. Somehow. Again.

See them send all 22 starters to the Pro Bowl. And none to the Super Bowl.

Ah, the Rams, football's most predictable team. Good enough to win them all—until the big one.

1973—First place, 12-2, lose to Dallas.

1974—First place, 10-4, beat Washington, lose to Minnesota.

1975—First place, 12-2, beat St. Louis, lose to Dallas.

1976—First place, 10-3-1, beat Dallas, lose to Minnesota.

1977—First place, 10-4, lose to Minnesota.

1978—First place, 12-4, beat Minnesota, lose to Dallas.

It is a tumultuous time in Ram history, encompassing everything from the tragic death of powerful owner Carroll Rosenbloom last April to the successful and impressive coaching debut of Ray Malavasi.

Fortunately, the 72-year-old Rosenbloom, a major contributor to NFL success for 26 years, left a solid organization that will be headed by his second wife, Georgia, and his 34-year-old son by

his first marriage, Steve.

It is Malavasi's first chance to start a season from scratch. He didn't take over last year until George Allen was fired three weeks into the pre-season. A year of training camp will help establish rules and plans that had to be made on the run last season.

Despite the disadvantage, Malavasi won his first seven games before closing out with a 5-4 mark and injuries to top running backs Lawrence McCutcheon, John Cappelletti, Wendell Tyler, and No. 1 draft choice Elvis Peacock.

Naturally, quarterback Pat Haden caught most of the flak and will continue to get the short end of the stick until the Rams get to the Super Bowl. Then, they'll have to win the Super Bowl.

Malavasi makes one thing clear: Haden is his quarterback.

"I thought Pat had a fine year last season," says Malavasi. "We gave him a new offense to run, and he improved each week. Don't forget, Pat has only had three years of experience. He'll get better and better."

The burden rests on Haden because the Ram defense always has outshone the Ram offense.

The Rams led the league in total defense. They were sixth in total offense, seventh in passing and 12th in rushing, not bad unless compared to the defense. The 5-11, 180-pound Haden, who had his most productive year, was honored as NFC Player of the Year by the Washington, D.C. Touchdown Club. His 229 completions in 444 attempts for 2995 yards not only set club records, they exceeded his totals in his first two years combined.

Yet it is said that the Rams never will win until they get a bigger, stronger quarterback. They couldn't hire smarter ones.



PAT HADEN, who passed for 2995 yards last season, guides the Rams.

Haden has finished his Rhodes Scholar work in philosophy, economics and politics. His backup, third-year man Vince Ferragamo, is studying to be a doctor.

Malavasi's "new offense" may have appeared outrageously daring to Los Angeles fans weaned on Chuck Knox, but the primary difference was a few passes on downs other than third and long.

It is difficult to rationally blame Haden for offensive shortcomings when he spent much of the season handing off to third-string runners before ending it with a broken thumb against Dallas.

The fact that the Rams endured with Jim Jodat and Cullen Bryant is a tribute to their depth, but Jim Jodat and Cullen Bryant are not Lawrence

McCutcheon and John Cappelletti. Peacock was supposed to be, but the former Oklahoma star went down with knee surgery in the pre-season. Wendell Tyler soon followed.

The Rams picked up Anthony Davis and Jerry Latin during the season and carried 10 veteran runners on their off-season roster. What happened last year is further proof of the old NFL adage, "You can never get enough running backs."

"McCutcheon's ability to come back from injury (torn thigh and hamstring muscles) will be a key," says Malavasi. "Tyler and Peacock both looked good before they got hurt last year and we're hoping they can bounce back to give us the outside speed to make our offense more explosive."

For further protection, the Rams added Eddie Hill, a Memphis State runner, in the second round of the draft.

Heaven knows it isn't poor blocking that is causing injury to Malavasi's runners. Four members of the Rams' offensive line played in the Pro Bowl—guards Tom Mack and Dennis Harrah, tackle Doug France and center Rich Saul.

Mack retired, so what did the

Rams do with the second of two first-round draft choices? Take an offensive lineman, of course—Georgia Tech's Kent Hill.

Fourth-year veteran Jackie Slater, a back-up tackle, will get first shot at Mack's left guard spot opposite Harrah. But second-year guards Doug Smith and Ed Fulton also will contest for the position.

France is solid at left tackle. The 288-pounder begins his fifth year with a growing reputation among his colleagues as one of the two or three best blockers in the game.

The right tackle is 12th-year pro John Williams, who "had too many holding penalties called on him last year, but I honestly don't think a lot of them were justified," said Malavasi.

Saul is a fixture at center, backed up by Dan Ryczek and Leon White. Rookie Hill and two 270-pound free agents, Gus Copens and Ira Watley, will provide depth at tackle.

The tight end is Terry Nelson, who has been good enough to chase former All-Pro Bob Klein out of town and keep another-ex-All Pro, Charlie Young, on the bench. The Rams also added Oscar Roan from Cleveland.

But Haden's starting targets at wide receiver both are 31 years old, Ron Jessie and Willie Miller. The two were nearly equal in production last year, but Malavasi is expected to use youngsters Billy Waddy, Preston Dennard, and Dwight Scales more and more. A third-round draft choice, Tennessee's Jeff Moore, also will get a look. Dennard is the one to watch.

With all the commotion over the new offense, it should be remembered that Malavasi's roots are on defense, where he served as coordinator under Knox and Allen. To keep memories intact, the Rams made a linebacker their No. 1 draft choice, Nebraska's George Andrews.

With Jim Youngblood, Jack Reynolds, and Bob Brudzinski at linebacker, it hardly seems fair that the Rams should be allowed to add the best collegiate outside linebacker.

Youngblood led the team with 80 unassisted tackles and was named the club's Most Valuable Player by one group.

But unrest has been known to surface among Ram linebackers. Reynolds once left the team in a contract squabble. Youngblood was chastised for clubbing a cou-

ROD PERRY, Rams cornerback, made eight interceptions in 1978 season.



CULLEN BRYANT filled in capably and led Rams in rushing last year.



THE GREAT CHAMBERMAID, INC.

A Telephone Service . . . Tele. No. (707) 584-9086,
for information only; regular number will be given
to clients only.

**"WHEN THE GREAT CHAMBERMAID MAKES YOUR
ETERNAL BED, SHE ASKS NOT IF YOU WON OR
LOST, BUT DID YOU BEAT THE SPREAD?"**

Red Smith

A real money-back guarantee

We are so confident in our ability to predict NFL games that we will give you your money back anytime we have a losing week!

WHY ARE WE SO CONFIDENT?

The Nevada handicappers are "real" professionals, but they are paid to even the spread. We're Pros, too. We're experts at predicting the true point-wise winners of professional football games. Your money back if we are wrong.

WHAT GAMES DO WE HANDICAP?

Regular season professional football games ONLY. All of our research and data collecting is concentrated on the 28 NFL teams. No colleges, no baseball, no basketball. Just Professional Football!

HOW IT WORKS

Each week of the regular NFL Season, we will predict the point-wise winner of one to seven NFL Games. The cost of this information for the 16-week season is \$480.00 (\$30.00 per week). On a weekly basis cost is \$40.00. Any week in which we fail to have a winning record (at least 52.38%) we will return your entire week's fee. Your check will be in the mail the following Monday!

WHEN AND WHERE TO CALL

If there are any questions call our office: (707) 584-9086. Our selections will be available on Friday evening from 6:00 PM to 10:00 PM, PST, and on Saturday morning from 9:00 AM to 1:00 PM, PST. When we receive your payment we will acknowledge it by letter and give you our special telephone number.

Information provided is not to be used for any illegal activity whatsoever.

Fill out the Coupon below and send it in as soon as possible to assure starting the season as a winner. Make checks to: **THE GREAT CHAMBERMAID, INC., P.O. Box 1156, Berkeley, California 94705.**

THE GREAT CHAMBERMAID, INC.
P.O. Box 1156, Berkeley, California 94705

Sign me up as a subscriber to your NFL Telephone Service, as checked below.

- ☐ I want to take advantage of your Full Season Rate and save 25% off the weekly rate. Enclosed is full payment of \$480.00.
- ☐ I want to subscribe for _____ weeks at \$40 per week. Enclosed is \$ _____.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

ATLANTA FALCONS

LEEMAN BENNETT, Coach.

Assistants: John North, Ted Plumb, Jim Champion, Jerry Glanville, Doug Shively, Bill Walsh, Mike McDonnell, Dick Wood.

PREDICTION 2nd

Now it can be told. The 1978 Atlanta Falcons did not exist. The season you thought you saw them playing was really a TV pilot for a science fiction series.

The real Falcons are those guys with funny names nobody ever heard of running around losing games 7-6 and 3-0. The Falcons are those guys who won their season opener 62-7 one year and lost the next game 31-0.

Once, working under their third coach in three years (their second in the same season), they lost to the Rams 59-0.

So last year, since they were tired of all the coaches, all the injured quarterbacks, all the disappointments, and since they were taking so many days off anyway, they took off a whole season. They dressed as ushers, showed up dutifully every week in Atlanta Stadium, and watched a scenario unfold that would have been rejected by Walt Disney.

It reached the height of incredulity one Monday night in front of a nationwide audience when a former bartender from Philadelphia put on a Falcon uniform and kicked five field goals to beat the Rams.

Then they tried re-runs. Right in the middle of the season they go down to New Orleans and beat the Saints 20-17 in the last minute. They like that script so much they come back to Atlanta two weeks later and beat the Saints 20-17 in the last minute. The least they could have done is change the score. People get bored with re-runs, especially two weeks apart.

Actually, there were a few subtle differences in those two games which some astute observers might have noticed.

In the first one, Steve Bartkowski threw the winning touchdown pass with 10 seconds left.



STEVE BARTKOWSKI, who started last season as a benchwarmer at Atlanta, enjoyed his most productive season, gaining 2489 aerial yards.

In the second one, Steve Bartkowski threw the winning touchdown pass with five seconds left.

In the first one, the Falcons called their play "Big Ben Right" because time is ticking away and they need a pass with a prayer. Bartkowski heaved the ball towards Wallace Francis, it bounced off several fingertips, and Alfred Jackson ran by and grabbed it on his way into the end zone.

In the second one, the Falcons threw a pass that was intercepted by the Saints, but the play was nullified by a delayed interference penalty, setting up the winning pass from the one-yard line.

But that 20-17 score wouldn't go away. Hard to figure out. There are so many different combinations they could have come up with—21-18, 19-16, 25-22, just to suggest a few. Maybe the

scoreboard was stuck during filming.

Anyhow, one time they're trailing San Francisco 17-7 with 8 minutes to play. They rally and the bartender kicks a field goal in the last second. Falcons win 20-17.

After the two victories over the Saints, the Falcons are playing Washington for the playoffs. What the heck? Let the bartender kick again. This time, time is expired. Same score 20-17.

Now the Falcons are in the playoffs against Philadelphia, trailing of course. So they score twice in the final five minutes and win 14-13.

Now they play the world champion Dallas Cowboys and they're actually leading 20-13 at halftime. Now, things have been carried entirely too far. Network bosses pulled the plug and the

implausible season ended.

The real Falcons have to play this year. They couldn't match 1978 if they tried. They might win as many games, but no way will they all be 20-17.

The real Falcons have some other real problems, although the Eddie LeBaron-Leeman Bennett show is systematically creating a team that could soon be worthy of playing in the same Division with the Rams.

Foremost is the long-awaited development of Bartkowski, who had his best year by far last season after taking the job back from June Jones after three games.

Disappointing was their failure to alleviate their No. 1 need in the draft—an outstanding running back.

When their turn arrived, Ottis Anderson, Charles Alexander, Eddie Lee Ivery, and Ted Brown were gone, so they took a defensive lineman, Don Smith, rather than take a chance on a lesser-rated back. It probably was the intelligent choice, since Smith is supposed to be a can't miss and any team can use pass rushers, especially a team that has yet to replace a man the caliber of Claude Humphrey.

The Falcons waited until the third round, when it is more practical to take a chance, and grabbed three running backs in a row—Colorado's James Mayberry and Auburn's Williams Andrews in the third and Southern Cal's Lynn Cain in the fourth.

Last year's starting duo of Bubba Bean and Haskel Stanback was adequate, but neither has the speed, power, or receiving ability of a super back. Depth was thin with 10th-round draft choices Ricky Patton and Ray Strong, plus George Franklin and Mike Esposito.

The Falcon running attack ranked 27th in the league last year and you can't get much worse.

Bartowski simply must have someone to hand off to, because he gets hurt when he runs. He knows this from too many prior experiences. At the very least, he needs someone back there big enough to block for him.

The guys up front are big



TOM PRIDEMORE, who helped shore up Falcons defense as rookie in 1978, puts hand in face of Cincinnati running back ARCHIE GRIFFIN.

enough. Atlanta's offensive line is one of the strongest, youngest units in football. The reason is simple: it is full of high draft choices.

The tackles are No. 1s—Warren Bryant on the right, Mike Kenn on the left—third-year and second year respectively. When Bryant was injured last year, four-year pro Phil McKinnely filled in adequately.

The guards are 1977 No. 2 draftee R. C. Thielemann on the right and 1976 No. 3 choice Dave Scott on the left. Both are 6-4. Scott weighs 285, making him one of the biggest guards in the league.

The center is 11-year veteran Jeff Van Note, who annually gets accolades if not Pro Bowl votes from colleagues.

Behind the center and guards is veteran Paul Ryczek and the Falcons surprised everyone by making U.S.C. guard Pat Howell their No. 2 draft choice behind Smith. If Howell returns to the status he enjoyed before he lost weight late last season, he'll play

like a first-rounder and Falcon fans will no longer be surprised by the pick.

Bartowski's receivers, like his running backs, are adequate. Jim Mitchell, the tight end, is more than adequate, although he is in his 11th year as one of the game's finest blockers and all-around players.

Wallace Francis and Billy Ryckman were the starting wide receivers, but second-year man Alfred Jackson has the speed and ability to earn a starting job in 1979.

Francis and Ryckman each had 45 receptions for a nearly identical average of 15.4 and 15.1 yards per catch. Jackson averaged 20.2 on 26 catches.

Ryckman is one of those guys who is too little (5-11) and too slow, but often too good to chase from a lineup.

Atlanta's defense has sometimes been accused of displaying more imagination and movement than the Falcon offense. Perhaps the defensive players are expressing a need for attention. Cer-

FINAL SCORE

Going with the best in anything you do is important, but, most of all, this holds true in handicapping. Making you a winner is our business, and by subscribing to FINAL SCORE, you will get my selections and updates daily, 7 days a week on our toll free number. Having built a reputation second to none, we are fortunate enough to be in a position where injuries and team problems, along with weather reports, are easily accessible to us.

Sports handicapping is a business just like anything else and should be treated as such. Therefore, we won't lie to you by falsely advertising such gimmicks as "Lock Games" or "5-Star Specials." But instead, we'll steadily concentrate on making you a habitual winner over the long football season. A task that we undertake with seriousness and great confidence because of our past record. Making you a winner week in and week out is more important to us than having you have a great week and then getting destroyed the following weekend. If you're the type of person who wants this and doesn't mind not having to win every football game just because it is on the tube, but is interested in % first, then call FINAL SCORE; for I will be talking to you daily, not on tape or by the use of messages, but me alone throughout the football season and with the personnel I have located in various sections of the country. I, in turn, can be counted on in making this a very successful season for you.

CALL TOLL FREE

(800) 556-7368

All Major Credit Cards Accepted

FINAL SCORE

NEW ORLEANS SAINTS

DICK NOLAN, Coach.

Assistants: Whitey Campbell, Ed Beard, Ed Hughes, Lamar McHan, Dick Stanfel, Tom Pratt, Chet Franklin, Paul Wiggin, Bob Hill.

PREDICTION 3rd

Over the long run, the record of the New Orleans Saints speaks for itself. They are the worst team in football. The Tampa Bay Buccaneers have not been around long enough to gain such a distinction and although the Bucs are the only team with a worse winning percentage, it should be remembered that the Bucs made the Saints their first victims.

During their 12-year history, the Saints have won fewer than four games per year. The most they had ever won in a year was five. Until last year. Under new coach Dick Nolan (their sixth in 12 years) they won seven games. They lost nine, but the 7-9 mark was also their best winning percentage ever. There was dancing in the streets. There is always dancing in New Orleans' streets, but this time some of it was for the Saints.

Everyone got so carried away with the success that the Saints' brain trust used their No. 1 draft choice, the 11th pick in the entire draft, to take a kicker. The choice surprised many outsiders. Perhaps they took him for his name, Russell Erxleben. Besides their poor record, the Saints also hold the NFL record for sensational names per roster and the record for most unusual names on an all-time roster.

This is the team that employed Jubilee Dunbar, D'Artagnon Martin, Bivian Lee, Clovis Swinney, Sylvester Croom, Cephus Weatherspoon, and Julian Fagan.

This is the team that often seems to acquire players from other teams solely for the contribution their names will make to their matchless list. They have picked up Steve Stonebreaker, Hoyle Granger, Major Hazelton, and yes, even Joe Don Looney.

This is the team that sometimes seems to draft players



RUSSELL ERXLEBEN, former Texas star, was surprising 1st round choice by Saints who are counting on him to handle all kicking chores.

based not only on height, weight, speed, and ability, but name. Some never make the team, but at least their names become part of a grand tradition. They once drafted a center named Wimpy Winther, a running back named Bennie Blocker, and a cornerback named Randy Rhino.

And they once had a kicker named Happy Feller, whose career record nearly forced him to change his name to something more appropriate—such as Sad Cat.

So now they take a kicker named Erxleben in the very first round. Sure, the guy's supposed to be good, but kickers are luxuries only the good teams can afford. After you get people who

can block and tackle and run and pass and catch, then you get kickers. First you get close to the goal posts, then you kick. Super Bowl teams draft kickers, not teams that win seven games.

Hogwash, say the Saints. And they may have a point. Or three points.

For one thing, the Saints have tried to draft blockers (Royce Smith, Kurt Schumacher), tacklers (Rick Middleton), and catchers (Larry Burton) in very early rounds and they all lived up to their dull, common names. None of them are on the team anymore.

In the second place, only Baltimore, Philadelphia, and Pittsburgh had worse field goal per-

centages than the 48 per cent of the Saints. This very well could help account for the fact that the Saints lost six of their nine games by seven points or fewer.

Regular placekicker Rick Szaro was hampered by a muscle pull in his left leg, his kicking leg. The Saints signed free agent Steve Mike-Mayer, who pulled a back muscle the week of a game against Cleveland. This forced running back Tony Galbreath to try for the first time since junior college. Galbreath missed an extra point and was relieved of his duties. Szaro entered the game and kicked with his right leg, hitting on a 20-yard field goal and an extra point. But the Saints lost by 8 points, one of their bigger losses of the season.

In the third place, Erxleben not only kicks field goals, punts, and regularly boots nonreturnable kickoffs, he tackles and throws almost as well as many Saints' employees of the past.

In the Senior Bowl for instance, the 6-4, 215-pound Erxleben kicked a couple 50-yard field goals, threw a pass, and made a tackle on a kickoff that would have made Alex Karras forget his prejudices against those little guys who "keeck a touchdown."

A former quarterback in high

school, Erxleben wanted to play quarterback at Texas and is said to still possess enough skills at that position to enable a team to carry only two quarterbacks. Erxleben playing quarterback in an emergency is better than Galbreath kicking in an emergency.

So it is becoming easier to understand why he was the Saints' No. 1 pick. There are pessimists who note that he will have difficulty adjusting to no tee because he has problems with low trajectory even with a tee. But the ideal indoor conditions of the Superdome may offset any negative thoughts.

He is expected to replace Szaro, punter Tom Blanchard, and maybe third-string quarterback Ed Burns on the roster, allowing the Saints more room for the blockers, tacklers, etc., they need in order to continue their improvement.

Primary among their needs are outside linebacker and offensive tackler and they have made several moves they hope will help.

The left tackle is second-year man J. T. Taylor, who elated Nolan with his performance after he was forced to start because of injuries.

Journeyman Bob Woods ended up a starter at tackle, backed up

by another journeyman, Bob Hunt, and a former bartender Mark Meseroll.

Perhaps veteran Roger Finnie or Barry Darrow, picked up from other clubs, will become a starter. Or John Watson will return from injury.

Injuries wiped out starting guards Conrad Dobler and Emanuel Zanders, making starters of Dave Lafary and Fred Sturt. Center John Hill is back.

In light of the problems, it is a tribute to quarterback Archie Manning that Saints' passers were sacked only 37 times.

Manning deserves tributes, for he finally enjoyed his finest season ever, having shed the injury problems in his eighth year. His presence alone is enough to cause genuine enthusiasm among all Saints' fans.

Second in the NFC ratings only to Dallas' Roger Staubach, Manning's 61.8 per cent completion rate was second in football to Miami's Bob Griese.

Part of his success is due to the outstanding receivers he has, including Galbreath, who led the team with 67 catches and has perhaps the best pair of hands of any running back in the sport.

Galbreath and tailback Chuck Muncie each ran for more than

ARCHIE MANNING passed for 3416 yds., 17 TDs for New Orleans in '78.

HENRY CHILDS was a favorite target of Archie Manning's last season as he led all NFC tight ends with 53 receptions and four TDs, personal highs.



No Front Money!

Sports World will give you the opportunity to use their services for the entire season at this unbelievably low price!

How it works:

If we produce a 60% or better week, you send us \$25.00.

(That's right! Only \$25.00 for a winning week!)

Why are we doing this?

Simple. We want to prove to you that we can pick winners, and we're willing to do it at this very reasonable price.

Fill in and return the coupon below and we will rush you our special phone numbers and codes.



Sports World Incorporated
P.O. Box 14921
Las Vegas, Nevada 89114

To: Sports World Incorporated
P.O. Box 14921
Las Vegas, Nevada 89114

Name _____

Street _____

City _____

State _____ Zip _____

Telephone _____
(Area Code)

SAN FRANCISCO 49ers

BILL WALSH, Coach.

Assistants: Dennis Green, Norb Hecker, Billie Matthews, Bobb McKittrick, Bill McPherson, Chuck Studley, Al Vermeil, Mike White, Sam Wyche.

PREDICTION 4th

The 49ers are in such bad shape it is unfortunate general manager Joe Thomas was fired.

Watching him try to get out of this one would have been more fun than watching the 49ers play.

Thomas' maneuvers certainly would have been more intriguing than the 49er offensive strategy. He would have moved more quickly than O.J. Simpson. He would have forged a new definition for end sweeps and broken field runs. Joe would have been far more defensive than his cornerbacks and would have shown more fight than his linebackers.

In fact, an innovative promotions man (one who wasn't yet fired) could have sold tickets to watch Joe Thomas wheel and deal. People paid to watch Houdini escape, didn't they?

Just think. They could have moved his office to the 50-yard line of Candlestick Park during the week, tapped his phone into the public address system and opened the turnstiles for all to hear him manipulate.

"Come on, Al. You're not doing anything with Plunkett. How about it. You say you want draft choices for him? But I gave him to you. How many draft choices do you want?"

"Hello operator? Do you have a listing for Joe Namath? While you're in the Ns, try Nomellini. How about John Brodie? Anybody, operator. By the way, what are you doing Sunday? No, I mean Sunday afternoon. Can you throw? That's all right. You can walk, can't you?"

This would have been Trader Joe's most demanding job to date—cleaning up his own mess instead of somebody else's.

The man who refuses to deny credit for building the Minnesota Vikings, Miami Dolphins, and Baltimore Colts certainly must

have had a master plan in mind when he disassembled Monte Clark's respectable 1976 squad.

Everybody figured he knew what he was doing when he gave away all those draft choices for a guy who runs through airports.

Few people second-guessed him when he sent away Delvin Williams.

Did anybody yell "Why?" when he took an All-Pro defensive tackle, Cleveland Elam, and said he'd make a better end?

Nobody thought twice until a San Francisco reporter wrote that the team happened to stink. Joe wanted to punch him out. He must have been worried, but who knows? Had he stuck around, maybe he would have figured something out. It would have been interesting to see him try, but that isn't the way it works in big business. Football owners generally don't become football owners because of their senses of humor.

If Thomas did have any ideas for 1979, his successor, general manager-coach Bill Walsh, would accept a collect call.

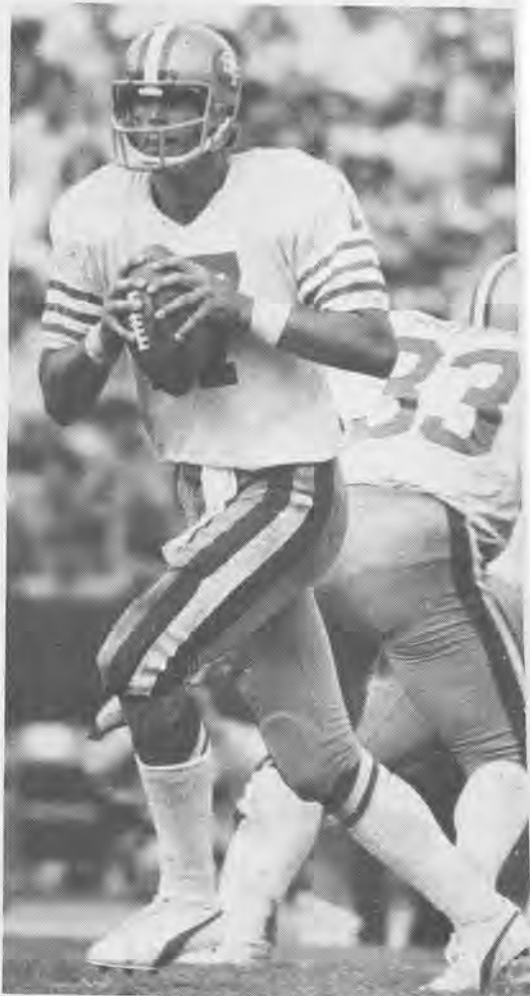
"I don't care how shrewd we think we are," said Walsh. "The dimensions of our so-called problems are so widespread that you can't satisfy them all in a year, or two, or even three years."

Thus providing himself with a convenient grace period, Walsh went to work trying to mend, patch, glue, borrow, or draft volunteers. The 49ers, besides having the worst record in the NFL last season (2-14), had the 27th worst offense and 21st worst defense.

They also ended up with a wide receiver and a defensive back playing quarterback. And no No. 1 draft choice.

Still, Walsh may have obtained the heart of his offense from the draft, for better or worse.

His first pick in the second round was James Owens, a run-



STEVE DeBERG competes with draftee JOE MONTANA for QB spot on 49ers.

ning back at U.C.L.A. who is listed as a running back-wide receiver by Walsh because he needs both. If things go from bad to worse next season, look for Walsh to put Owens in a track suit and let him run hurdles. He does that pretty well, too. He finished sixth in the Montreal Olympic games.

If Owens can throw the half-back pass, look for a lot of those. The 49ers' only returning quarterback is Steve DeBerg and he's coming off a severe knee injury.

The 49ers told another veteran, Scott Bull, not to return after his knee surgery. Wide receiver Fred Solomon and safety



O.J. SIMPSON faces comeback from knee and shoulder ailments and hopes to lead 49ers back to respectability.



DANNY BUNZ, 6-4, 230-pound middle linebacker, was 49ers' first-round pick in '78 and had outstanding season.

Bruce Threadgill are slated for their own positions this year, although they had to take snaps last season.

Walsh signed free agents Mike Cordova and Gary Forystek and promised to scan the waiver wires closely. The waiver wires will be important to Walsh. Since the 49ers get first crack at everyone because of their poor record, those waiver pickups could prove very beneficial.

In the third round of the draft, they landed Notre Dame quarterback Joe Montana, whose progress will be watched closely by scouts who saw his strong arm and big-game ability yet rated him below the top quarterbacks.

"We considered Montana to be among the top two or three quarterbacks in the draft," said Walsh, who saw Jack Thompson and Phil Simms go in the first seven picks. "He'll be working under a different system here than at Notre Dame, where he usually had to hit receivers on the move in crossing patterns. Our system calls for more dishing

off to the backs and shorter patterns."

Walsh said, "I don't expect DeBerg to be unseated, but the position will be very competitive."

Walsh had his eye on Montana early. The day before the draft, the 49ers had him throwing passes to James Owens.

Walsh chose Montana ahead of Steve Dils, who won the nation's passing title under Walsh at Stanford.

Although Walsh's offenses tend to ignore running backs (ask Cincinnati's Boobie Clark), Walsh insists that O.J. Simpson "will be given the ball most of the time and should be our big ground gainer."

Simpson's ability to come back from knee and shoulder ailments and his desire to go through yet another rebuilding process remains in question.

If Wilbur Jackson returns from knee problems, he'll block for Simpson, catch passes, and assume some of the running burden.

There is good experience behind these backs. Paul Hofer, Bob Ferrell and Greg Boykin all started at times last season. Dave Williams is another halfback-kick returner with good speed.

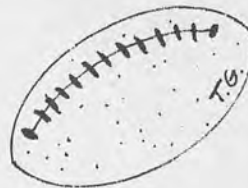
Owens figures to start immediately at wide receiver, where little Terry LeCount and Fred Solomon labored last year. Solomon had off-season knee surgery and LeCount dislocated his wrist.

At tight end, the old Irish combination of Montana to Ken MacAfee could be reunited, if either Irishman starts.

MacAfee is expected to show substantial improvement over an injury-hampered rookie season. If he doesn't, Walsh says, "Paul Seal is very impressive to me. He very well could take MacAfee's job and develop into one of the fine tight ends."

The offensive line was a combination of youth and injury last year. Hopefully, both will be corrected.

Keith Fahnhorst at right tackle is easily the class of the unit. Ron Singleton took over for in-



Dear Football Fans,

Allow me to introduce myself. My name is Ted Smith and I may be the best football analyst in the business. One thing is certain; **I am the most honest.**

There are a multitude of football services that promise many things. Some claim 75-90% winners. Pure Pinnochio! Of course, after delivering only 40%, they either adjust next year's claim to 72-87% or simply change their name and keep their claim. Others will send you a newsletter which can't possibly take into account last minute happenings. Then there are the late phone services that charge extra for the 'Executive Plan' in order to avoid a constant busy signal.

What do I offer? Honesty. I have been forecasting pro games for the past four years, with an average of 3-4 picks per week. My winning percentages against the spread have been 61% (1975), 63% (1976), and 64% (1977) and 65% (1978). Included in these percentages is one special upset game each week which I designate as my **"Trick of the Week"**. These "Tricks", over the same period of time, have produced winning percentages of 67% (1975), 70% (1976), and 72% (1977 & 1978). In 1978 I added college games to my forecasts and hit 66% overall and 72% for "Trick of the Week" games. Not as spectacular as some will claim, but nevertheless, true and consistent. **Personal Service.** I care about my clients and I'll be here next year. You're not dealing with an anonymous sports service; you're dealing with an individual.

With my late phone service, every client receives "executive" treatment. You need not worry about a busy signal. You have the option of calling me or being called. My picks are for the entire season, from the season opener through the playoffs and Bowl Games. I do not pick exhibition games. (Sorry...I believe those who pick exhibition games are fools!)

Sincerely,



Ted Smith

For more information call 503-581-2843 - 9:00 - 5:00 P.S.T.

You will be called immediately upon receipt of payment.

- | | |
|--|-------|
| <input type="checkbox"/> Pro Season ('Trick' Incl.) | \$400 |
| <input type="checkbox"/> College Season ('Trick' Inc.) | \$300 |
| <input type="checkbox"/> Pro & College Season | \$550 |
| <input type="checkbox"/> Pro 'Trick of the Week' | \$125 |
| <input type="checkbox"/> College 'Trick of the Week' | \$100 |
| <input type="checkbox"/> Pro & College 'Trick of the Week' | \$175 |

Send Check or money order to:

Ted Smith
4074 Commercial S.E.
Salem, Or. 97302

Name _____
Address _____
City _____ State _____ Zip _____
Phone _____
Call between _____

OFFICIAL PRO FOOTBALL PRODUCTS

Official NFL Bank

Yes, your favorite NFL team helmet with official team colors and insignia excitingly reproduced on a helmet that conceals a real bank. Really lets you save in a new and exciting way. Sits magnificently on any desk and really looks great. Available in all 28 NFL teams. Specify team desired. 6 1/2" high with 4" circular base. No. 301 \$5.98 per team



Official NFL, NHL, NBA and MLB Wrist Sweat Bands and Headbands

All white absorbent, washable wrist band keeps perspiration from hands and looks professional. Your favorite eye-catching official NFL, NHL, NBA or MLB team logo imprinted strikingly on the surface. All NFL, NBA, NHL and MLB teams available. 2 bands per team. Specify team desired. No. 666 \$1.50 per team No. 998 \$1.00 per team Matching Headband per team



Official NFL, NBA, NHL and MLB Shield Key Tag



Your favorite NFL official team emblem encased in a plastic shield with a handy key chain attached. Authentic team colors and design. Really looks great. All teams available as well as all NBA, NHL and MLB. Specify team desired. No. 465 75¢ per team

Official NFL Team Mug and Stein

There is no better way to have a cup of coffee, a good soft drink, or a beer, than in these insulated 10 oz. mugs and 16 oz. steins that come in official team color with the official team insignia implanted right in. Guaranteed to keep drinks ice cold or piping hot and they really make a colorful display when serving guests. All NFL teams available. Specify team desired. No. 322 Mug \$2.50 per team No. 323 Stein \$3.98 per team



Official NFL Sport Button

Full size 1 3/4" button with safety pin back and official team insignia and name right on the front. All NFL teams available as well as all NHL, NBA and MLB. Specify team desired. No. 463 25¢ per team



OFFICIAL NFL TV NITE LITE



Beautiful TV Nite Lite with official NFL logo and all 28 team helmet decals on the base. Great as a nite lite in a kid's room or above a TV. No. 979 \$5.98

Royal Advertising Corp., Dept. 914

Lynbrook, N.Y. 11563

Rush me the team(s) listed below. I understand I must be delighted or my money will be refunded.

Item #	Team	How Many

Please add 50¢ to total order for postage and handling.

Name _____

Address _____

City & State _____

N.Y. State Residents please add state and local sales tax.

MIAMI SPORTS SERVICE



PROFESSIONALS IN HANDICAPPING FOOTBALL AND BASKETBALL, PRO AND COLLEGE

PHONE SERVICE ON THE HONOR SYSTEM 5 PICK SPECIAL

You must win at least 3 out of 5 or no charge! We offer a combo of college and pro selections. Call Friday, 6 p.m. to 8 p.m. and Saturday and Sunday, 10 to 1 p.m. Wire or mail \$50 after you win.

CALL 1 - 305 - 651-4307 / 4308

#1 PICK OF THE WEEK
SEASON FREE IF IT LOOSES. MAIL OR WIRE \$100 IN ADVANCE. *Highest rated play each week. We bank our season on these games and expect to hit 80%.*

MONDAY NIGHT SPECIAL (3 yr. avg. — 71%)

\$50 per month / \$100 per season

CALL 7 p.m. to 9 p.m. EACH MONDAY NIGHT

Season \$500 includes ALL Services

► WEEKLY WINNERS SHEET ◀

1/2 sea. \$24 17 issues mailed 1st class \$40 sea.

SUPER PICKS - Pro and College

TEAM RATINGS • SCHEDULES AND TIMES

EXCLUSIVE INFO AND INJURY REPORTS

Last 3 Years COLLEGE Top Picks — 82 & 46

Last 3 Years PRO Top Picks — 66 & 30

FREE PRE-SEASON SHEET

Mail to: MIAMI SPORTS SERVICE

Check or P. O. Box 640372

Money N. Miami Bch., Fla. 33164

Order

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

Please check desired service

☐ 5 Pick Special \$50

☐ #1 Pick \$100

☐ Monday Night \$50 mo. / \$100 sea.

☐ Winners Sheet \$40

☐ Half season \$24

☐ Free pre-season sheet

☐ Season \$500



THE PROFESSOR'S
T.O.P. (TAP-OUT-PLAYS) =
87.5% LAST SEASON

1977 TOTAL
COLLEGE AND
PRO RECORD =
67.9%

1978 TOTAL
COLLEGE AND PRO RECORD =
70.4%

1976 TOTAL
COLLEGE AND PRO
RECORD =
71.3%

**\$35 BUYS YOU MY SHEET FOR THE
WHOLE SEASON . . . AND IF I DON'T HIT
66%, YOU CAN HAVE YOUR MONEY BACK!**

**You've probably seen, heard or
read about The Professor!**

I'm Ed Horowitz, former practicing certified public accountant and college professor, and the hottest football handicapper in the country. Over the past five years my selections have beaten the point spread from 66% to 71% of the time. On my New York radio show, my top pick of the week beat the spread at a 72% rate!

**I'll Guarantee you 66%!
What does that mean to you?**

It means BIG, BIG, PROFITS this football season! If you went to Las Vegas where sports betting is legal, and bet \$100 per game on 5 to 8 college or pro games per week (which is the number of games I release) here's how you'd do with only 66% winners:

Collect on 66 winners @ \$100	\$6,600
Pay on 34 losers @ \$110	3,740
Net profit for the season	<u>\$2,860</u>

**What other handicapper gives
you his personal guarantee?**

I personally guarantee that if you're not satisfied with my results, at any time throughout the season, you may request and immediately receive a refund of your full subscription price.

**In addition to dynamite
selections my newsletter also
includes:**

- Side-By-Side Logs and complete previous records of each Pro and College Game to be played in the up-coming week
- Early Las Vegas Line on all Pro and College Games
- Up-to-the-minute pointspreads on all Pro and College Games
- Latest Pro and College injury information
- Other exciting articles and features

**IF YOU'RE SINCERELY INTERESTED IN A WINNING SEASON
YOU'VE GOT TO GIVE THE PROFESSOR A SHOT!
MAIL THE ATTACHED POSTAGE PAID REPLY CARD TODAY!**

PRO FOOTBALL HALL OF FAME RANKINGS

TOP 20 rankings, created in 1969, are displayed in Hall of Fame Museum at Canton, Ohio, along with exhibits of 102 enshrinees and many historic items.

Otto Graham continues to rank as the top-rated forward passer of all time while Fran Tarkenton, who retained his sixth-place career position in 1978, continues to add to his "quantity records" of having thrown more passes for more completions, more yards and more touchdowns than any other passer in history.

Tarkenton, the Minnesota Vikings' field general who finished his 18th NFL season in 1978, ranks far ahead of every competitor in the "quantity rankings"—6467 attempts, 3686 completions, 47,003 yards and 342 touchdowns. He even leads in career interceptions with 266.

Every other spot in the top 10 changed during 1978, however, with three retired passers—Sonny Jurgensen, Len Dawson and Bart Starr—all moving forward one position and the still-active Roger Staubach edging ahead three spots. Ken Stabler, who ranked No. 2 this time a year ago, dropped six full positions and Ken Anderson, who ranked No. 2 after the 1976 season, continued the slide he began in 1977 and wound up the ninth-ranked passer.

Because of Stabler's 1978 misfortunes, Jurgensen, who starred 18 years for the Philadelphia Eagles and Washington Redskins, moved into the No. 2 spot with his 82.8 point score and Len Daw-

son, who spent most of his 19 pro seasons with the Kansas City Chiefs, edged upward to No. 3. His career rating is 82.6.

Staubach, who in his 10th season led the Dallas Cowboys to another Super Bowl appearance, improved his rating only half a point to 81.7 during the past season, but he wound up No. 4 after the firing had subsided. He was the seventh-ranked passer a year ago.

Jones, who was injured a good part of the season, needed 42 attempts to reach the 1500-attempt plateau and qualify as a career leader, and the Baltimore Colts' field leader tried just that many. His 81.2 rating score after six seasons leaves him in the No. 5 career position.

Because of the problems of Stabler and Anderson, Starr moved from the eighth spot to No. 7 with his 80.3 career ranking while Unitas, with a 78.2 career point score, dropped from No. 9 to No. 10. Unitas, incidentally, was elected to the Pro Football Hall of Fame in January, 1979.

A year ago Stabler was the leading active passer and No. 2 lifetime with an 83.6 point score. He dropped to a 79.8 rating in 1978. Two years ago Anderson was the leading active passer and No. 2 overall. His point score after the 1976 season was 84.2. Now it is 78.9.

LEADING LIFETIME PASSERS

(At the start of the 1979 season)

MINIMUM 1500 ATTEMPTS

Rank	Player	League	Yrs.	Att.	Comp.	Yds.	TD	Int.	Points
1	Otto Graham	AAFC-NFL	10	2626	1464	23,584	174	135	86.8
2	Sonny Jurgensen	NFL	18	4262	2433	32,224	255	189	82.8
3	Len Dawson	NFL-AFL	19	3741	2136	28,711	239	183	82.6
4	Roger Staubach*	NFL	10	2497	1418	19,114	126	98	81.7
5	Bert Jones*	NFL	6	1500	847	10,792	75	53	81.2
6	Fran Tarkenton*	NFL	18	6467	3686	47,003	342	266	80.5
7	Bart Starr	NFL	16	3149	1808	24,718	152	138	80.3
8	Ken Stabler*	AFL-NFL	9	1983	1182	15,463	124	121	79.8
9	Ken Anderson*	NFL	8	2446	1381	17,690	109	91	78.9
10	Johnny Unitas	NFL	18	5186	2830	40,239	290	253	78.2
11	Frank Ryan	NFL	13	2133	1090	16,042	149	111	77.7
12	Bob Griese*	AFL-NFL	12	3019	1689	22,142	172	152	77.4
13	Norm Van Brocklin	NFL	12	2895	1553	23,611	173	178	75.3
14	Sid Luckman	NFL	12	1744	904	14,686	137	132	75.0
15	Don Meredith	NFL	9	2308	1170	17,199	135	111	74.7
16	Roman Gabriel	NFL	16	4498	2366	29,444	201	149	74.5
17	Y. A. Tittle	AAFC-NFL	17	4395	2427	33,070	242	248	74.4
18	Earl Morrall	NFL	21	2689	1379	20,809	161	148	74.2
19	Greg Landry*	NFL	11	1747	957	12,451	80	81	73.6
20	Frank Albert	AAFC-NFL	7	1564	831	10,795	115	98	73.5

*Active in 1978—Hall of Fame members in italics.

Bert Jones, by virtue of reaching the minimum 1500-attempts plateau, entered the Top Twenty in 1978. He displaced Daryle Lamonica (72.9). Of those players active in 1978 with more than 1500 attempts, Bill Kilmer (71.6), Bill Munson (71.5) and Craig Morton (71.3) rank highest among those not on the Top Twenty list.

Career leadership among the top forward passers is determined by a mathematical formula based on quality of performance rather than quantity in four different categories—percentage of completions, percentage of touchdowns, percentage of interceptions and average yards per attempt. If leadership were based on quantity, Fran Tarkenton of the Minnesota Vikings would rank No. 1 in four categories. (The passer's regular "efficiency" ranking is indicated in parenthesis and passers active in 1978 are indicated with an asterisk.)

TOTAL PASSES ATTEMPTED

(At the start of the 1979 season)

1.	Fran Tarkenton*	(6)	6467
2.	Johnny Unitas	(10)	5186
3.	John Hadl	(33)	4687
4.	Roman Gabriel	(16)	4498
5.	John Brodie	(22)	4491
6.	Y. A. Tittle	(17)	4395
7.	Norm Snead	(36T)	4353
8.	Sonny Jurgensen	(2)	4262
9.	George Blanda	(46)	4007
10.	Jim Hart*	(32)	3901
11.	Joe Namath	(36T)	3762
12.	Len Dawson	(3)	3741
13.	Bobby Layne	(40T)	3700
14.	Charley Johnson	(29T)	3392
15.	Babe Parilli	(48)	3330

TOTAL PASSES COMPLETED

1.	Fran Tarkenton*	(6)	3686
2.	Johnny Unitas	(10)	2830
3.	John Brodie	(22)	2469
4.	Sonny Jurgensen	(2)	2433
5.	Y. A. Tittle	(17)	2427
6.	Roman Gabriel	(16)	2366
7.	John Hadl	(33)	2363
8.	Norm Snead	(36T)	2276
9.	Len Dawson	(3)	2136
10.	Jim Hart*	(32)	1965
11.	George Blanda	(46)	1911
12.	Joe Namath	(36T)	1886
13.	Bobby Layne	(40T)	1814
14.	Bart Starr	(7)	1808
15.	Charley Johnson	(29T)	1737

TOTAL TOUCHDOWN PASSES

1.	Fran Tarkenton*	(6)	342
2.	Johnny Unitas	(10)	290
3.	Sonny Jurgensen	(2)	255
4.	John Hadl	(33)	244
5.	Y. A. Tittle	(17)	242
6.	Len Dawson	(3)	239
7.	George Blanda	(46)	236
8.	John Brodie	(22)	214
9.	Roman Gabriel	(16)	201
10T	Norm Snead	(36T)	196
10T	Bobby Layne	(40T)	196
12.	Sammy Baugh	(24)	186
13.	Babe Parilli	(48)	176
14.	Otto Graham	(1)	174
15T	Norm Van Brocklin	(13)	173
15T	Charley Conerly	(31)	173
15T	Joe Namath	(36T)	173

TOTAL YARDS PASSING

1.	Fran Tarkenton*	(6)	47,003
2.	Johnny Unitas	(10)	40,239
3.	John Hadl	(33)	33,513
4.	Y. A. Tittle	(17)	33,070
5.	Sonny Jurgensen	(2)	32,224
6.	John Brodie	(22)	31,548
7.	Norm Snead	(36T)	30,797
8.	Roman Gabriel	(16)	29,444
9.	Len Dawson	(3)	28,711
10.	Joe Namath	(36T)	27,663
11.	Jim Hart*	(32)	26,990
12.	George Blanda	(46)	26,920
13.	Bobby Layne	(40T)	26,768
14.	Bart Starr	(7)	24,718
15.	Charley Johnson	(29T)	24,410

Three Hall of Fame passers, Sammy Baugh (No. 24), Bobby Layne (No. 40) and Bob Waterfield (No. 43), are not included in the Top Twenty. Besides being accomplished passers, all three were versatile performers on the field who excelled in the intangibles—field generalship, courage, determination, play calling and the like. None of these highly valuable assets show up in any statistical ranking.

If it hadn't been for Harold Jackson, who moved from the Los Angeles Rams to the New England Patriots for the 1978 season, the Pro Football Hall of Fame's Top Twenty pass receiving rankings would have remained unchanged last year.

Jackson's 37 receptions in his 11th NFL season moved him onto the list for the first time and all the way to a 14th-place tie in the all-time rankings.

Jackson, who now has 452 career receptions and is tied with Pete Retzlaff, former Philadelphia Eagles' ace, is one of only three players active in the 1978 season who figured in the rankings. In moving up to the 14th spot, Jackson jumped ahead of Roy Jefferson, Carroll Dale, Paul Warfield, Mike Ditka and Bobby Joe Conrad in the standings and moved the retired Jerry Smith (421 re-

ceptions) completely off the list.

The other two active players were Fred Biletnikoff of the Oakland Raiders and Jackie Smith, who came out of retirement to join the Dallas Cowboys midway into the 1978 campaign. Smith, who didn't catch a pass in regular season, had toiled 15 years for the St. Louis Cardinals before his short retirement. He remained in 11th place with 480 receptions, the best total ever for a tight end.

Biletnikoff caught only 20 passes in his 14th pro football campaign, but with 589 receptions he strengthened his hold on fourth place behind Charley Taylor, Don Maynard and Raymond Berry. Biletnikoff will need 42 more catches to reach Berry's 631 total. At his 1978 pace he would not reach this plateau until 1981, and it is doubtful if he will

continue to play that long.

Jackson, on the other hand, with a repeat of his 1978 performance could move all the way to 10th place in 1979. Except for this possibility, the receiving rankings are certain to remain static in the coming season because the nearest active players in career receptions are San Diego's Lydell Mitchell and Philadelphia's Harold Carmichael. Each has 355 receptions and would need 67 catches just to tie Conrad in 20th place with 422 career catches.

In four other career receiving categories, the leaders are as follows: Yardage on Receptions—Don Maynard, 11,834; Average Gain Per Catch—Paul Warfield, 20.1 yards; Average Reception Per Season—Lionel Taylor, 63; and Touchdown Receptions—Don Hutson, 99.

LEADING LIFETIME RECEIVERS

(At the start of the 1979 season)

Rank	Player	League	Yrs.	No.	Yds.	Avg.	TD
1	Charley Taylor	NFL	13	649	9110	14.0	79
2	Don Maynard	NFL-AFL	15	633	11834	18.7	88
3	Raymond Berry	NFL	13	631	9275	14.7	68
4	Fred Biletnikoff*	AFL-NFL	14	589	8974	15.2	76
5	Lionel Taylor	NFL-AFL	10	567	7195	12.7	45
6	Lance Alworth	AFL-NFL	11	542	10266	18.9	85
7	Bobby Mitchell	NFL	11	521	7954	15.3	65
8	Billy Howton	NFL	12	503	8459	16.8	61
9	Tommy McDonald	NFL	12	495	8410	17.0	84
10	Don Hutson	NFL	11	488	7991	16.4	99
11	Jackie Smith*	NFL	16	480	7918	16.5	40
12	Art Powell	AFL-NFL	10	479	8046	16.8	81
13	Boyd Dowler	NFL	12	474	7270	15.4	40
14T	Harold Jackson*	NFL	11	452	7827	17.3	63
14T	Pete Retzlaff	NFL	11	452	7412	16.4	47
16	Roy Jefferson	NFL	12	451	7539	16.7	52
17	Carroll Dale	NFL	14	438	8277	18.9	52
18T	Paul Warfield	NFL	13	427	8565	20.1	85
18T	Mike Ditka	NFL	12	427	5812	13.6	43
20	Bobby Joe Conrad	NFL	12	422	5902	14.0	38

*Active in 1978—Hall of Fame members in italics.



DON MAYNARD, with 15 seasons in pro football, ranks 2nd among lifetime receivers and has most yards gained.

FRAN TARKENTON's passing yardage for his career comes to nearly 27 miles.



As solid as the Rock of Gibraltar, Jim Brown, O. J. Simpson, Joe Perry and Jim Taylor retained their 1-2-3-4 ranking in the Pro Football Hall of Fame's Top Twenty rushing ratings during the 1978 season. Those four spots, however, were the only stable positions as 16 other ball-carriers changed places in the Hall's rankings.

Brown, of course, has held the No. 1 position ever since the Top Twenty display was created 10 years ago. Simpson, who moved from the Buffalo Bills to the San Francisco 49ers in 1978, did not make as much headway as expected but did gain 593 yards to up his career mark to 10,776 yards. He trails Brown by 1536 yards, however, and will probably have to play at least two more seasons to have a chance of overtaking him. Simpson will be in his 11th campaign in 1979—Brown amassed his 12,312-yard total in just nine years.

Lurking in the No. 5 spot is Franco Harris, who joins Brown and Simpson as the only Top Twenty stars to average more than 1000 yards a season during their careers. Harris has 7377 yards in seven seasons and in the next four or five seasons could threaten even Brown's marvelous record. In 1978, the Pitts-

burgh Steelers' work horse moved four spots from ninth place to No. 5.

The biggest position mover was Lydell Mitchell, who became a San Diego Charger in 1978 after six years with the Colts. Lydell gained 820 yards during the season and moved from the 18th spot all the way to No. 10. He has gained 6307 yards in seven years.

Three other Top Twenty members, Larry Csonka of the Miami Dolphins, Lawrence McCutcheon of the Los Angeles Rams and Calvin Hill of the Cleveland Browns, all saw limited action in 1978 and as a result suffered three different consequences.

Csonka, who gained 311 yards and upped his career total to 7244 yards, dropped one position to No. 7. McCutcheon gained only 420 yards but moved four spots in the standings from No. 17 to No. 13. He has 5943 career yards. Hill came out of retirement to join the Browns in mid-season and managed only 289 yards. That gave him a 5856-yard career total and enabled him to hold onto his 16th position.

Two newcomers made their way onto the Top Twenty list in 1978. They are John Riggins of the Washington Redskins (No. 19, 5669 yards) and Chuck

Foreman of the Minnesota Vikings (No. 20, 5658 yards). They displaced Mike Garrett (5481 yards) and Dick Bass (5417 yards).

Two current members of the exclusive listing, Bill Brown (No. 17, 5838 yards) and Rick Casares (No. 18, 5797 yards), may be in jeopardy in 1979. Assuming Riggins and Foreman continue to play, two active players "waiting in the wings," Walter Payton and Greg Pruitt, could also overtake Brown and Casares.

The Bears' ace has managed 5316 yards in just four seasons while Pruitt, the Cleveland Browns' mainstay, has 5022 yards to show for his six seasons of work. Payton's 1329-yard average after four years is close to Jim Brown's record production of 1368 yards per season.

Jim Brown also ranks as the all-time touchdown leader with 106. He is followed by Taylor (83), Leroy Kelly (74), Perry (71) and Steve Van Buren (69).

LEADING LIFETIME RUSHERS

(At the start of the 1979 season)

Rank	Player	League	Yrs.	Att.	Yds.	Avg.	TD
1	<i>Jim Brown</i>	NFL	9	2359	12312	5.2	106
2	O. J. Simpson*	AFL-NFL	10	2284	10776	4.7	58
3	Joe Perry	AAFC-NFL	16	1929	9723	5.0	71
4	<i>Jim Taylor</i>	NFL	10	1941	8597	4.4	83
5	Franco Harris*	NFL	7	1745	7377	4.2	61
6	Leroy Kelly	NFL	10	1727	7274	4.2	74
7	Larry Csonka*	AFL-NFL	10	1671	7244	4.3	52
8	J. H. Johnson	NFL-AFL	13	1571	6803	4.3	48
9	Floyd Little	AFL-NFL	9	1641	6323	3.8	43
10	Lydell Mitchell*	NFL	7	1605	6307	3.9	30
11	Don Perkins	NFL	8	1500	6217	4.1	42
12	Ken Willard	NFL	10	1622	6105	3.8	45
13	L. McCutcheon*	NFL	7	1362	5943	4.4	23
14	Larry Brown	NFL	8	1530	5875	3.8	35
15	<i>Steve Van Buren</i>	NFL	8	1320	5860	4.3	69
16	Calvin Hill*	NFL	9	1394	5856	4.2	41
17	Bill Brown	NFL	14	1649	5838	3.4	52
18	Rick Casares	NFL-AFL	12	1431	5797	4.1	49
19	John Riggins*	NFL	8	1406	5669	4.0	33
20	Chuck Foreman*	NFL	6	1447	5658	3.9	50

*Active in 1978—Hall of Fame members in italics.



JIM BROWN, ex-Cleveland Brown, star, is still the rushing leader.

There were seven active players among the Top Twenty lifetime pro football point-makers in 1978 and, as a result of the season skirmishing, every one of them moved up in the rankings.

Fred Cox, of the Minnesota Vikings was in third place a year ago behind only George Blanda (2002 points) and Lou Groza (1608 points). But once he was out of action, Jim Bakken of the St. Louis Cardinals and the Denver Broncos' Jim Turner quickly jumped ahead of him. Bakken now has the No. 3 position with 1380 points, but Turner is close behind with 1368 markers. Cox now is fifth with 1365 career tallies. Jan Stenerud of Kansas City, the only other active player in the Top 10, scored 85 points to increase his total to 1167 and move past Gino Cappelletti, ex-Boston Patriots' star, into sixth place.

In the second 10, a tight three-way battle has continued for several years among Garo Yepremian of the Miami Dolphins, Don Cockroft of the Cleveland Browns and Roy Gerela of the Pittsburgh Steelers. A year ago, Gerela held a four-point lead over both Yepremian and Cockroft, but now the Steelers' top point-maker ranks below them. Yepremian made the big jump from a 15th-place tie to the No. 11 spot and has 908 points. Cockroft, now No. 12, has 904 points and Gerela is in striking range with 894 points.

Errol Mann of the Oakland Raiders tallied 69 points in 1978 to raise his career total to 846. In the process, he moved past Pro Football Hall of Famer Don Hutson into 16th place. Hutson,

who dropped all the way from the 13th to the 17th spot, lost the most places.

Membership in the Top Twenty scoring fraternity will be "closed" for the immediate future inasmuch as there is no other active player within striking range of the 20th spot (Tom Davis, 738 points) for at least two or three seasons.

Only one player benefits from the inclusion of AAFC statistics into the rankings. Groza played four of his 21 seasons with the Cleveland Browns in the AAFC and scored 259 points in that loop. Without those points, his total would be

1349 and he would rank 5th in the lifetime standings.

Hall of Famer Jim Brown, with an all-time record 126 touchdowns, is the only Top Twenty member who relied exclusively on the touchdown for his scoring. Hutson, tallying 105 touchdowns, also added 172 extra points and seven field goals in his 823-point total. Blanda, with 943 conversions and 335 field goals, ranks first in both departments. Ten of the Top Twenty members accounted for all of their points by the kicking method.

LEADING LIFETIME SCORERS

(At the start of the 1979 season)

Rank	Player	League	Yrs.	TD	XP	FG	Total
1	George Blanda	NFL-AFL	26	9	943	335	2002
2	Lou Groza	AAFC-NFL	21	1	810	264	1608
3	Jim Bakken*	NFL	17	0	534	282	1380
4	Jim Turner*	AFL-NFL	15	1	489	291	1368
5	Fred Cox	NFL	15	0	519	282	1365
6	Jan Stenerud*	AFL-NFL	12	0	366	267	1167
7	Gino Cappelletti	AFL	11	42	350	176	1130
8	Bruce Gossett	NFL	11	0	374	219	1031
9	Sam Baker	NFL	15	2	428	179	977
10	Lou Michaels	NFL	13	1	386	187	955
11	Garo Yepremian*	NFL-AFL	11	0	368	180	908
12	Don Cockroft*	NFL	11	0	355	183	904
13	Roy Gerela*	AFL-NFL	10	0	345	183	894
14	Bobby Walston	NFL	12	46	365	80	881
15	Pete Gogolak	AFL-NFL	10	0	344	173	863
16	Errol Mann*	NFL	11	0	315	177	846
17	Don Hutson	NFL	11	105	172	7	823
18	Paul Hornung	NFL	9	62	190	66	760
19	<i>Jim Brown</i>	NFL	9	126	0	0	756
20	Tom Davis	NFL	11	0	348	130	738

*Active in 1978 season.

There were no new names added to the Top Twenty scoring rankings during the 1978 season. Of those players active in 1978, there is no one player with a chance of entering the Top Twenty in the immediate future.

TOO ROUGH (Cont. from page 6)

Francis knows about that from more than observation. He suffered broken ribs when Steve Freeman of Buffalo stuck a helmet into him to prevent a pass from being caught.

All that carnage did not escape the sensibilities of the NFL leaders. They know the appeal of their game depends, to a great extent, on the "controlled violence." But they also realize that violence out of control can turn off a considerable portion of their public, particularly if it takes gate attractions, such as Griese and Jones, out of the lineup.

And, of course, there was the specter of Darryl Stingley in a wheelchair.

So, the NFL's Competition Committee recommended to all the owners that positive steps be taken to provide more safety to the players.

What was recommended to the owners was this:

- That the top of the helmet be eliminated for use in tackling and blocking. The helmet, surveys prove, is the most deadly weapon used in football.

- Eliminate blocking below the waist on all kickoffs and punt returns, a rule which the colleges already employed. Many serious

injuries occur on such returns.

- March off a major penalty on every block or tackle which, in the opinion of the officials, was made with the intent to injure. That was supposed to lessen the possibility of injuries to quarterbacks like the Kramer incident or the purposeful intimidation hits on receivers.

The Competition Committee consists of some of the NFL's most important figures: Paul Brown of Cincinnati, Don Shula of Miami, Tex Schramm of Dallas and Peter Hadhazy, the Cleveland general manager.

Their recommendations were a response to the injury of Stingley, the Barber incident, the hurts suffered by so many quarterbacks. The Lords of football recognize that the fans wouldn't want the warriors to put blanks in their cannons, but they also recognize the bloodshed must be halted.

The owners did not adopt all the recommendations as new rules. Rather they directed that the game officials make stricter interpretations of present rules.

Game officials have been told that, from now on, in the words of one observer, "quarterbacks may be caught, but not eaten."

Knowing the specter of a 15-yard penalty will be there, what can develop now is that defensive players will know that all they have to do is "get the quarterback and encircle him with their arms and they have a great chance of recording a sack," says Art McNally, chief of NFL officials.

"They no longer have to drive him back two or three yards and into the ground, because if they pursue that type of action, it may go over the borderline and they may get nailed with a 15-yard penalty."

It won't be a one-way street, however. Quarterbacks won't necessarily benefit from the safety rules, at least according to the NFL.

"If a tackler can reach the quarterback and get his arms around him, it's all over," says McNally. "A quarterback can be encircled around the waist, have his passing arm free and our offi-

cials will still blow the whistle. It's possible a big, strong quarterback can throw the ball 20 or 30 yards while he's being held, but it isn't going to count."

It isn't just the quarterback the re-interpretation is aiming to help, it's any "vulnerable" player, including pass receivers and running backs.

"The key to what we're doing is defining what is unnecessary," says Tex Schramm. "Even in the case where it's a legal hit, if it's unnecessary, it's going to be a penalty."

Schramm says a tackle by a defensive player with his head down, ramming his helmet into an opposing player's chest or back, is considered unnecessary. A defensive player who makes a hard tackle with his head up, probably won't be penalized.

There are going to be some monumental rhubarbs over the re-interpretation of what is or isn't an unnecessary hit.

"It's going to make it tough on the referee," says Griese, the Miami quarterback. "It's going to be a judgment call on his part."

Griese's coach, Shula, already is disagreeing with the interpretation of a sack by the NFL's chief interpreter, McNally.

"As the pass rusher goes in there to reach the quarterback," argues Shula, "he can do it in such a way that it's an aggressive action."

"The only thing is, you're not trying to put the crown of your helmet into the small of his back."

"You've seen these wrestling matches, where the quarterback is in the grasp of a defensive man and the defensive man tries to screw him into the ground. That's the only thing you can't do."

"It will decrease the number of unnecessary hits which have been happening the last few years. The sack is still there, but you can do it without putting the quarterback out of commission. All of our efforts and energies have been directed toward helping the quarterback as much as possible, not making it flag football and changing the game as we know it."

So there will be rhubarbs.

But better rhubarbs than wheelchair cases. ■

BOB GRIESE, Dolphins QB, rates No. 12 on lifetime passing chart.



1979 NFL SCHEDULE

ALL TIMES LOCAL
TV—National Television

SEPT.	TIME
1—Detroit at Tampa Bay	8:00
2—Atlanta at New Orleans	1:00
Baltimore at Kansas City	3:00
Cincinnati at Denver	2:00
Cleveland at New York Jets	4:00
Dallas at St. Louis	1:00
Green Bay at Chicago	1:00
Houston at Washington	1:00
Miami at Buffalo	1:00
New York Giants at Philadelphia	1:00
Oakland at Los Angeles	1:00
San Diego at Seattle	1:00
San Francisco at Minnesota	12:00
3—Pittsburgh at New England	TV 9:00
6—Los Angeles at Denver	TV 6:30
9—Cincinnati at Buffalo	1:00
Cleveland at Kansas City	3:00
Dallas at San Francisco	1:00
Houston at Pittsburgh	1:00
Minnesota at Chicago	12:00
New Orleans vs. Green Bay at Milw.	12:00
New York Jets at New England	4:00
Oakland at San Diego	1:00
St. Louis at New York Giants	1:00
Seattle at Miami	4:00
Tampa Bay at Baltimore	2:00
Washington at Detroit	1:00
10—Atlanta at Philadelphia	TV 9:00
16—Baltimore at Cleveland	1:00
Buffalo at San Diego	1:00
Chicago at Dallas	3:00
Denver at Atlanta	1:00
Detroit at New York Jets	1:00
Kansas City at Houston	1:00
Miami at Minnesota	1:00
New England at Cincinnati	1:00
Oakland at Seattle	1:00
Philadelphia at New Orleans	12:00
Pittsburgh at St. Louis	3:00
San Francisco at Los Angeles	1:00
Tampa Bay at Green Bay	1:00
17—New York Giants at Washington	TV 9:00
23—Atlanta at Detroit	1:00
Baltimore at Pittsburgh	1:00
Chicago at Miami	4:00
Green Bay at Minnesota	12:00
Houston at Cincinnati	1:00
Los Angeles at Tampa Bay	4:00
New Orleans at San Francisco	1:00
New York Jets at Buffalo	1:00
Oakland at Kansas City	1:00
Philadelphia at New York Giants	4:00
San Diego at New England	1:00
Seattle at Denver	2:00
Washington at St. Louis	1:00
24—Dallas at Cleveland	TV 9:00
30—Buffalo at Baltimore	2:00
Cincinnati at Dallas	3:00
Cleveland at Houston	1:00
Denver at Oakland	1:00
Kansas City at Seattle	1:00
Miami at New York Jets	1:00
Minnesota at Detroit	1:00
New York Giants at New Orleans	12:00
Pittsburgh at Philadelphia	1:00
St. Louis at Los Angeles	1:00
San Francisco at San Diego	1:00
Tampa Bay at Chicago	1:00
Washington at Atlanta	1:00

OCT.	TIME
1—New England at Green Bay	TV 8:00
7—Chicago at Buffalo	1:00
Dallas at Minnesota	3:00
Detroit at New England	1:00
Green Bay at Atlanta	1:00
Kansas City at Cincinnati	1:00
Los Angeles at New Orleans	3:00
New York Jets at Baltimore	4:00
Philadelphia at Washington	1:00
Pittsburgh at Cleveland	1:00
St. Louis at Houston	1:00
San Diego at Denver	2:00
Seattle at San Francisco	1:00
Tampa Bay at New York Giants	1:00
8—Miami at Oakland	TV 6:00
14—Atlanta at Oakland	1:00
Buffalo at Miami	1:00
Denver at Kansas City	1:00
Detroit vs. Green Bay at Milw.	3:00
Houston at Baltimore	2:00
Los Angeles at Dallas	TV 8:00
New England at Chicago	1:00
New Orleans at Tampa Bay	1:00
Philadelphia at St. Louis	1:00
Pittsburgh at Cincinnati	12:00
San Francisco at New York Giants	1:00
Seattle at San Diego	1:00
Washington at Cleveland	1:00
15—Minnesota at New York Jets	TV 9:00
21—Atlanta at San Francisco	1:00
Baltimore at Buffalo	1:00
Chicago at Minnesota	1:00
Cincinnati at Cleveland	1:00
Detroit at New Orleans	1:00
Green Bay at Tampa Bay	1:00
Houston at Seattle	1:00

Miami at New England	1:00
New York Giants at Kansas City	3:00
Oakland at New York Jets	1:00
St. Louis at Dallas	1:00
San Diego at Los Angeles	1:00
Washington at Philadelphia	1:00
22—Denver at Pittsburgh	TV 9:00
25—San Diego at Oakland	TV 6:00
28—Buffalo at Detroit	1:00
Chicago at San Francisco	1:00
Cleveland at St. Louis	1:00
Dallas at Pittsburgh	1:00
Green Bay at Miami	4:00
Kansas City at Denver	2:00
New England at Baltimore	2:00
New Orleans at Washington	1:00
New York Giants at Los Angeles	1:00
New York Jets at Houston	12:00
Philadelphia at Cincinnati	4:00
Tampa Bay at Minnesota	1:00
29—Seattle at Atlanta	TV 9:00

NOV.	TIME
4—Cincinnati at Baltimore	2:00
Cleveland at Philadelphia	1:00
Dallas at New York Giants	1:00
Detroit at Chicago	3:00
Los Angeles at Seattle	1:00
Minnesota at St. Louis	1:00
New England at Buffalo	1:00
New Orleans at Denver	2:00
New York Jets at Green Bay	3:00
San Diego at Kansas City	1:00
San Francisco at Oakland	1:00
Tampa Bay at Atlanta	1:00
Washington at Pittsburgh	1:00
5—Houston at Miami	TV 9:00
11—Atlanta at New York Giants	4:00
Baltimore at Miami	1:00
Buffalo at New York Jets	1:00
Los Angeles at Chicago	1:00
Minnesota vs. Green Bay at Milw.	1:00
New England at Denver	2:00
Pittsburgh at Kansas City	12:00
Oakland at Houston	12:00
St. Louis at Washington	1:00
San Diego at Cincinnati	1:00
San Francisco at New Orleans	1:00
Seattle at Cleveland	1:00
Tampa Bay at Detroit	1:00
12—Philadelphia at Dallas	TV 8:00
18—Baltimore at New England	1:00
Cincinnati at Houston	3:00
Dallas at Washington	1:00
Denver at San Francisco	1:00
Detroit at Minnesota	1:00
Green Bay at Buffalo	1:00
Kansas City at Oakland	1:00
Miami at Cleveland	1:00
New Orleans at Seattle	1:00
New York Giants at Tampa Bay	4:00
New York Jets at Chicago	12:00
Pittsburgh at San Diego	1:00
St. Louis at Philadelphia	1:00
19—Atlanta at Los Angeles	TV 6:00
22 (Thanksgiving Day)	
Chicago at Detroit	TV 12:30
Houston at Dallas	TV 3:00
25—Buffalo at New England	1:00
Cleveland at Pittsburgh	1:00
Kansas City at San Diego	1:00
Los Angeles at San Francisco	1:00
Miami at Baltimore	4:00
Minnesota at Tampa Bay	1:00
New Orleans at Atlanta	1:00
Oakland at Denver	2:00
Philadelphia at Green Bay	1:00
St. Louis at Cincinnati	1:00
Washington at New York Giants	1:00
26—New York Jets at Seattle	TV 6:00
29—New England at Miami	TV 8:30

DEC.	TIME
2—Atlanta at San Diego	1:00
Baltimore at New York Jets	1:00
Chicago at Tampa Bay	1:00
Cincinnati at Pittsburgh	1:00
Denver at Buffalo	1:00
Detroit at Philadelphia	1:00
Green Bay at Washington	1:00
Houston at Cleveland	1:00
Minnesota at Los Angeles	1:00
New York Giants at Dallas	3:00
San Francisco at St. Louis	1:00
Seattle at Kansas City	1:00
3—Oakland at New Orleans	TV 8:00
8—Dallas at Philadelphia	TV 12:30
Denver at Seattle	TV 1:00
9—Buffalo at Minnesota	1:00
Chicago at Green Bay	12:00
Cincinnati at Washington	1:00
Cleveland at Oakland	1:00
Kansas City at Baltimore	2:00
Los Angeles at Atlanta	1:00
Miami at Detroit	1:00
New England at New York Jets	4:00
New York Giants at St. Louis	12:00

STREET AND SMITH'S PRO FOOTBALL

San Diego at New Orleans	3:00
Tampa Bay at San Francisco	1:00
10—Pittsburgh at Houston	TV 8:00
15—Green Bay at Detroit	TV 4:00
New York Jets at Miami	TV 12:30
16—Baltimore at New York Giants	1:00
Buffalo at Pittsburgh	1:00
Cleveland at Cincinnati	1:00
Kansas City at Tampa Bay	1:00
Minnesota at New England	1:00
New Orleans at Los Angeles	1:00
Philadelphia at Houston	3:00
St. Louis at Chicago	1:00
San Francisco at Atlanta	1:00
Seattle at Oakland	1:00
Washington at Dallas	3:00
17—Denver at San Diego	TV 6:00

CHAMPIONSHIP GAMES

DEC. 23—AFC-NFC First Round Playoffs
29—AFC & NFC Divisional Playoffs
30—AFC & NFC Divisional Playoffs
JAN. 6—AFC Championship Game
NFC Championship Game

SUPER BOWL XIV JANUARY 20, 1980

At Rose Bowl, Pasadena, Calif.

JAN. 27—AFC-NFC Pro Bowl, Honolulu

**STREET
AND
SMITH'S
COLLEGE
FOOTBALL
YEARBOOK
ON SALE NOW
ALL
NEWSSTANDS
has been read by
every fan
every coach
every player
every official
for the past
38 years.**

**OVER 287 TEAMS ANALYZED
166 COMPLETE SCHEDULES
SELECTORS' CHART
TOP 15 TEAMS SELECTED
ALL AMERICA CANDIDATES**

39th Year

WILD YEAR (Cont. from page 10)

less than 30 seconds to play.

Quarterback Dan Fouts wanted to throw one pass into the end zone and if it was incomplete, there would be time for a field goal.

But Fouts leisurely lined up his team and let the clock run down to 3 seconds before the snap. Fouts had been watching the 30-second clock, which has nothing to do with the game clock. "It said we had about 20 seconds left," said Fouts.

Luckily for Fouts, his pass into the end zone was caught by John Jefferson, lying flat on his back, with :00 left.

Suggestion: Outlaw the 30-second clock in the last two minutes.

GAME 12

SEATTLE, Oct. 29—Denver's Jim Turner missed an 18-yard field goal in overtime against Seattle by 10 yards. Seattle was penalized for having 12 men on the field. Turner made his second 18-yarder. Denver wins 20-17.

Suggestion: The 20-17 rule will cover this.

JOE WASHINGTON raced 90 yards with kickoff to beat New England.

**GAME 13**

GREEN BAY, Nov. 26—The Minnesota Vikings and the Green Bay Packers, battling for supremacy in the NFC Central Division, tied 10-10.

Viking quarterback Fran Tarkenton changed football history by declaring afterwards: "Our No. 1 objective was not to lose. Our No. 2 objective was to win."

Both teams finished with 8-7-1 records and the Vikings won the title because of a prior victory over Green Bay.

Suggestion: No rule change necessary. Tarkenton retired.

GAME 14

DENVER, Oct. 16—Monday night, the Chicago Bears are leading the Denver Broncos 7-3 in the fourth quarter. The Bears decided to try to block a field goal attempt they said they "knew" was a fake. It was, it worked, and it led to Denver's winning touchdown.

GAME 15

FOXBORO, MASS. Sept. 18—Another Monday night, late, the Baltimore Colts and New England Patriots have played to a 7-7 tie through three quarters and fans around the nation are turning the sound UP to try to stay awake. It doesn't work.

Millions retired for the evening, missing one of the greatest performances in NFL history. It happened so late no one even reads about it in their morning newspapers. In fact, this may be news as you are reading it.

In the fourth quarter, New England's Stanley Morgan caught a 62-yard touchdown pass from Steve Grogan;

Baltimore halfback Joe Washington threw a 54-yard touchdown pass to Roger Carr;

Washington caught a 23-yard touchdown pass from Bill Troup;

Carr caught a 67-yard touchdown pass from Troup to give the Colts a 27-13 lead;

Grogan ran 4 yards for a touchdown;

New England's Sam Cunningham ran 1 yard for a touchdown to tie the score 27-27 with the clock running out;

Washington took the kickoff back 90 yards for a touchdown

before New England could think about overtime.

Suggestion (for Games 14 and 15): outlaw Monday night football.

GAME 16

MIAMA, Jan. 21—In the best Super Bowl ever, Pittsburgh beat Dallas 35-31 in a game marred by a questionable interference call against the Cowboys. A hundred million people watched it and a couple weeks later, Commissioner Pete Rozelle tells a lady in Texas that yes, the official was wrong, it wasn't interference.

Suggestion: Start the 1979 season. If it's as wacky as 1978, it's worth playing again.

True, George Allen missed it, and it looks like he'll miss 1979 as well. But plenty of others were around to say and do peculiar things.

Allen's successor, Ray Malavasi, made some off-the-cuff comparisons about the personnel at Dallas and Oakland being better than at Los Angeles.

It was on tape.

"I don't care what it says on the tape," said Malavasi later. "I didn't say it."

Thomas Henderson's best line was delivered on Thanksgiving, not at the Super Bowl. The Dallas linebacker announced after the Cowboys whipped the Washington Redskins 37-10 on Thanksgiving Day: "They're still turkeys and I'm still a hot dog, but their feathers are all over the place."

Colt owner Bob Irsay visited his team's locker room following a 33-10 loss to the N.Y. Jets.

"I gave them hell," Irsay said, adding as an afterthought: "I fired Whitey Dovell."

"I believe it," said Dovell. "I doubt if Bob even knows what I coach." Dovell's offensive linemen were the least of the Colt problems at the time. Dovell stayed.

Not everyone did. The most famous last words of the season came from San Francisco general manager Joe Thomas, after his 49ers had lost to St. Louis to run their record to 1-10:

"If I go down the bleeping tubes, then you're going down with me." ■

CANADIAN FOOTBALL LEAGUE

By Rick Matsumoto

Sports writer Rick Matsumoto of the *Toronto Star*, has covered Canadian Football League for the past 10 years.



PREDICTION

Western Conference

1. Edmonton Eskimos
2. Calgary Stampeders
3. B.C. Lions
4. Winnipeg Blue Bombers
5. Saskatchewan Roughriders

Eastern Conference

1. Ottawa Rough Riders
2. Montreal Alouettes
3. Hamilton Tiger-Cats
4. Toronto Argonauts

Picture the New York Yankees going 27 years without winning the World Series.

At first, baseball fans would rejoice. Every park in the American League would be filled with spectators eager to watch the Goliaths from the Big Apple bloodied by yet another stone from the slingshot of the local David.

Eventually, however, the novelty would wear out. Fewer and fewer people would bother to attend yet another clobbering of the once hated Yankees. One day the Bronx Bombers would become a liability to baseball.

The Toronto Argonauts have become just that—a millstone around the neck of the Canadian Football League.

In the 26 years since Argonaut players last slurped and splashed champagne from the Grey Cup, the team has finished last 15 times in a four-team conference in which the first three finishers make the playoffs. And when they have made the playoffs they always seemed to come up with a new way to snatch defeat from the jaws of victory.

Take for example the 1961 team led by National Football League refugee Tobin Rote. The Argos won the first game of the then two-game total-points final, 25-7, over Hamilton Tiger-Cats. Argos fans began to line-up for Grey Cup tickets. However, at the end of four quarters of the second game the Ticats had tied the series at 27-27.

Hamilton scored 21 unanswered points in the overtime

session to win the Eastern Conference title and advance to the Grey Cup game.

The same thing happened in both 1968 and 1969. Argos beat Ottawa Rough Riders in the first game of the Eastern final only to have the Riders win the series with a decisive second-game victory.

CFL fans used to love watching events like that happen to the rich brats from Toronto, whose free-spending owners would annually attempt to buy a championship by luring the likes of Rote, Ronnie Knox, Joe Theismann, Anthony Davis and Terry Metcalf north of the border with enormous contracts.

But last year the fans stopped coming to the parks to laugh at the Argos comedy act.

The accountants for the other teams weren't laughing at all.

The Montreal Alouettes averaged 54,000 fans per game at the 77,000-seat Olympic Stadium. But when the Argos went into Montreal for their final meeting of the season less than 45,000 fans were on hand.

Edmonton Eskimos, the defending Grey Cup champions, moved into the 44,000-seat Commonwealth Games Stadium late last season and now have all those extra tickets to sell. Saskatchewan Roughriders and Winnipeg Blue Bombers have also expanded their stadia and there is talk of adding more seats to the home park of the Calgary Stampeders. B.C. Lions are attempting to get the city of Vancouver

to replace ancient Empire Stadium and Hamilton Tiger-Cat boss Harold Ballard wants Hamilton to enlarge the 33,000-seat Ivor Wynne Stadium. All of them will need full houses in their new or expanded facilities and won't appreciate a member of the fraternity which has become a poor drawing card.

As for the Argonauts, who have enjoyed the phenomenon of capacity home crowds despite their futile efforts on the field, they began to feel some static from their ticket holders at the end of last season. For their next to last game 11,000 subscribers failed to show, reducing concession stand sales. The last game of the year saw 14,000 no shows.

Early season ticket sales this spring indicated that Argos' fans have become numb to the disasters of one season as they clamor aboard the hope train of a new season. The club will go into its first pre-season match having sold just 1000 fewer season's ducts than its 1978 total of 39,000 tickets.

It's unlikely, however, that even Toronto's seemingly masochistic football throng will put up with another bumbling comedy act like last year's excuse for a pro football operation.

Superfan owner Bill Hodgson, desperate for a winner, signed NFL super running back Terry Metcalf, who had played out his option with St. Louis Cardinals, to a \$1 million contract. Two years earlier, Hodgson had been burned by another supposed superstar, Anthony Davis, who was a disaster in an Argonaut uniform. But that didn't dissuade Hodgson.

Metcalf, to his credit, attempted to put in an honest season's effort. But surrounded by incompetency and inadequacies at all levels of the organization,

he was unable to live up to his pre-season billing as the team's latest savior.

A broad rift in the coaching ranks, which Hodgson and general manager Dick Shatto attempted to patch by firing head coach Leo Cahill in mid-season, was the team's downfall. The Argos finished last again with a record of four wins and 12 losses.

The Canadian Football League needs a solid franchise in Toronto and after more than a quarter of a century of floundering it's time for the Argonauts to row a straight course back to respectability for the good of the league.

WESTERN CONFERENCE

EDMONTON (10-4-2)—Alberta, Canada's oil-rich province, is booming and with it are its two Western Conference football clubs: the defending Grey Cup Edmonton Eskimos and their southern neighbors the Calgary Stampeders.

It's going to be a tough training camp for newcomers trying to break into the Eskimo line-up.

Head coach Hugh Campbell admitted recently that there were times last year when he was concerned about the strength of his offensive line.

He had moved defensive tackle Bill Stevenson to offensive guard at the beginning of the season and a couple of rookie Canadians Hector Pothier and Ted Milian were serving in back-up roles.

"It took them time to jell, but they might have been our strength by the end of the season," said Campbell, referring to the fact that competent Canadian linemen were a valuable commodity in the CFL.

Eskimos further strengthened the offensive line in the off-season when they acquired veteran tackle Mike Wilson (Dayton), who was unhappy in Hamilton, for Willie Martin.

Campbell will have the pleasant, if difficult, task of deciding which of his three quarterback's he'll carry this season. He had the same problem a year ago when he recruited Warren Moon, Washington's Rose Bowl hero, to compete with veterans Tom

Wilkinson and Bruce Lemmerman and Canadian Bill Robinson.

Robinson showed he wasn't good enough and the problem of cutting one of the imports was solved by a badly broken shoulder bone suffered by Lemmerman in a pre-season game.

Moon, who did an excellent job in his rookie year whenever he got the opportunity to play, will likely be one of Campbell's choices this season. That'll mean either Wilkinson or Lemmerman will be traded.

Campbell will also bring Charlie Weatherbie of Oklahoma State to camp as the fourth quarterback, although he'd have to show a lot to stick ahead of the other three.

Campbell also has an abundance of wide receivers in Canadians Stu Lang, Brian Fryer and John Konihowski and imports Tom Scott and George McGowan.

Edmonton's "Alberta Crude" defensive line didn't lose an ounce of strength when Stevenson was moved to offense and York Hentschel inserted a defensive tackle. But a pair of former NFLers will be at training camp to keep the incumbents on their toes.

Joe Jackson (New Mexico) was a sixth round pick of New York Jets in 1972. Since then he's drifted around the NFL and the defunct World League, spending three years with Minnesota Vikings before trying out with Edmonton on a 5-day trial late last season.

Derrick Glanton (Kansas) is a 6-foot-8 giant originally drafted by Kansas City in 1977. He was with Philadelphia last year.

Dan Kepley is still the best middle linebacker in Canada and he's flanked again by Canadians Dale Potter and Tom Towns. The secondary is set with Larry Highbaugh and Joe Hollimon on the corners, although Campbell was looking for that "real good defensive back" to battle Ed Jones and Greg Butler on the inside.

Running back Jim Germany slipped from his 1004-yard form of 1977 and he'll get competition from Pat McNeil (Baylor) who

was with New England last year.

CALGARY (9-4-3)—The Stampeders were without a doubt the surprise of the league last year when they finished second just a point behind the Eskimos after most pre-season prognosticators had them destined for last place in the West.

General manager and head coach Jack Gotta has done a remarkable job of rebuilding the club in two short seasons and was rewarded with his second coach-of-the-year award. He'd previously won the honor at Ottawa before he left for Birmingham of the World League.

It's generally conceded that a CFL team, faced with quotas on American players, must collect the best Canadian talent possible to succeed. Gotta has done just that.

His fine array of homebrews has been further improved this past winter through trades and the drafting of young Canadians, not only from universities in this country, but those schooled at U.S. colleges. Doug Battershill (Weber State), a defensive back; running back Rob Forbes (Drake) and guard Tom Krebs (Utah) were the Stampeders' three protected choices. Each CFL team is allowed to select two players from its home territory prior to the general draft. The Stamps gained a third protected choice in a trade with Toronto.

Gotta picked up two more starting Canadians in a trade with Winnipeg which sent disgruntled all-star defensive tackle John Helton (Arizona State) to Winnipeg. The homebrews going to Calgary were defensive back Merv Walker and defensive end Lyall Woznesensky along with import running back Richard Crump (N.E. Oklahoma).

Calgary started last season with veterans John Hufnagel (Penn State) and Matt Reed (Grambling) at quarterback, but at the end of the season the big story was Ken Johnson (Colorado-Buffalo Bills). Johnson, however, tore up a knee in the play-offs and will face the test of physical contact at training camp.

Gotta recruited Steve Bayuk

out of Texas Christian during the off-season and has also invited Craig Juntunen (Idaho), who dressed for seven games last year, to return for another crack at the pivot job. Gotta will also look at Bayuk as a defensive back if he doesn't make it at quarterback.

Whoever wins the quarterbacking job will be throwing to a fine corps of receivers including Kelvin Kirk, Tom Forzani and Willie Armstead. Mike Milton (Texas Christian) and Bill Dixon (Troy State-Green Bay Packers) will also be competing for jobs.

James Sykes (Rice) was the find-of-the-year in 1978 as he rushed for 1020 yards despite missing one game. Sykes' running partner will come from among veteran Willie Burden, CFL's outstanding player in 1975, Crump and rookie Mike Richardson (East Texas State).

Defensively, the Stampeders will have to learn to live without Helton, who had an outstanding year after playing below par the previous year. Woznesensky will team with another standout of

last year's team Reggie Lewis (San Diego State) at the ends, while Ken Dombrowski (Cameron College-Green Bay), Joe Novosel (Hawaii), Ronnie Paggett (Louisiana Tech) and Chris Malmgren (Boise State-Atlanta Falcons) seek the tackle job vacated by Helton. Canadian Myles Gorrell held the other tackle spot last year.

Veteran Ollie Bakken (Minnesota) heads the linebacking unit, where newcomer Rudy Viney (Pacific-New Orleans Saints) will be looking for a job. Ray Odums and Al Burleson lead a secondary that could see a change in its Canadian content.

BRITISH COLUMBIA (7-7-2)—It took just 12 months (October '77 to October '78) for the B.C. Lions to go from being the Cinderella team in the CFL back to a pumpkin.

As the 1977 campaign closed the Lions challenged for first place when everybody had predicted a last-place finish for them and wound up losing to the pow-

erful Edmonton Eskimos in the Western Conference final. And quarterback Jerry Tagge (Nebraska) was en route to winning a Schenley Award as the CFL's top player.

Last fall, however, the Lions slid faster than a skier down Whistler Mountain, and ended up missing the playoffs.

Inconsistency was the main undoing of the Lions last year. During a six-game mid-season losing streak, that pulled the rug out from under their playoff aspirations, both the offense and defense took turns giving a poor performance. In three games, the defense was tight, but the offense couldn't score. In the other three, the offense scored, but the defense gave up more points to the other team.

Injuries also played a part in the Lions' fall. Head coach Vic Rapp wound up with a much younger team than he'd expected because of the numerous casualties. Rapp lost eight starters last season, five of whom underwent knee surgery.

Sports Reporter

**IS THE FASTEST GROWING AND MOST
SUCCESSFUL PUBLICATION IN THE NATION**

**FOR MORE INFO
CALL OUR TOLL
FREE WATS
800-645-2240**

**IN NEW YORK, CANADA
AND HAWAII - 516-599-2121**

**USE CHARGE CARDS
VISA, MASTER CHARGE-
WE TAKE 'EM RIGHT OVER
THE TELEPHONE**

- Sold nationally on newsstands from Honolulu to Miami to N.Y.
- Open 365 days a year — the nation's **ONLY** full service sports company with publications and telephone services the year round.
- The **ONLY** firm out of 135 to be ranked in the top ten of **EVERY** category by the 1977 and 1978 McCusker Reports.
- Ranked in the top two of the category entitled "Football Newsletters — Information and Statistics" in both McCusker Reports.

Mike McCusker
3706 W. Northern No. 136
Phoenix, Ariz., 85021 \$7.00

Besides the injuries, a major problem for Lions was a weak defensive line, which failed to pressure opposing quarterbacks. With that in mind the Lions' recruiting list this winter had a large, swift defensive end as its top priority.

The Lions came away with Mississippi's Charlie Cage, whom general manager Bob Ackles felt would have gone anywhere from the fourth to the seventh round of the NFL draft had he not signed with B.C. He's ticketed for one defensive end spot with holdovers Louie Richardson, Andre Anderson and Drew Taylor being challenged by a trio of newcomers—Mike Lusane (West Texas), Richard Murray (Oklahoma) and Roy Shine (Kansas State)—for the other end position. Canadians, led by veteran Frank Landy, will man the tackle posts.

Glen Jackson, a fine Canadian linebacker, is a fixture, but imports Paul Giroday and Sam Britts will get competition from George Turk (Texas Southern), Don Denegal and Danny Garrett (Cal State Northridge), Andre Jones (Nevada-Las Vegas) and Wayne Roche (Washington) will be after jobs in the secondary held last year by Joe Fourqurean, Doug Carlson, Grady Cave-ness, Frank Oliver and Ken Hinton.

Backup quarterback Gary Keithley (Texas-El Paso) retired, but Tagge, whose performance slipped a little from his 1977 form, will get strong competition from Carlos Brown (Pacific-L.A. Rams), who beat him out for a reserve spot with Green Bay in 1976.

Leon Bright, Al Charuk, Terry Bailey and Larry Key (Florida State), who had an outstanding rookie year, provide the quarterbacks with a fleet set of receivers. Key and mid-season addition John Henry White provide great speed in the backfield, while Calvin Culliver (Alabama), who was injured after an excellent start in '78 will be back to prove the Lions should go with a power back instead of two swifties in the backfield.

Lui Passaglia, third in CFL scoring last year, will continue to provide both the punting and

field-goal kicking for the Lions.

WINNIPEG (9-7-0)—Head coach Ray Jauch crossed the prairies from Edmonton last year to take over a club which annually had one of the most potent offenses in the CFL, but also one of the more porous defenses.

Strengthening those defensive weaknesses was Jauch's objective this winter while on his recruiting missions.

He began by obtaining all-star defensive tackle John Helton from Calgary in a trade that also brought the Blue Bombers' Canadian offensive tackle John Malinosky. Playing alongside Helton will be the Bombers' prize catch of the off-season, defensive end Bobby Molden (Mississippi), an impressive 6-6, 255-pounder who was expected to be drafted fairly high in the NFL draft.

Veteran Jim Heighton was traded to Hamilton leaving only Billy Howard from last year's starters on the front four to compete with new imports Charlie Marshall (Texas A&M), Henry Bradley (Alcorn), Mike DuPree (Florida), Greg Johnson (Florida State) and Blanchard Carter (Nevada-Las Vegas) and Canadians Leon Lyszkiewicz, Chris Brewer, Bill Yaworsky and Marv Allemang, obtained from Hamilton.

Harry Walters was the Bombers' middle linebacker for five seasons, but there'll be a new face there this season. He was traded, along with Heighton, to the Ticats for Allemang. Ron Olssonoski, who spent last year with the Minnesota Vikings, is a prime candidate to replace Walters, though Leo Ezrins, a tight end last year and a fine all round athlete will also get a long look as a linebacker.

Jauch also served notice that he'll revamp the secondary by signing nine newcomers during the winter months. He went searching for the players of the stature of Edmonton's outstanding Larry Highbaugh, whom he coached with the Eskimos.

Heading the list of newcomers is New Mexico's Max Hudspeth, son of Toronto Argonauts' new general manager, Tommy Hudspeth. Other defensive backfield

WANT TO OUTSMART YOUR BOOKIE?!!

**"BETTING THE UNDERDOG
IN PRO FOOTBALL"**
is the sensational new book
that will show you the way
with **PROVEN RESULTS**

**Amazing New Discoveries Explain
How to:**

- Detect "Trap" Bets
- Recognize Emotional Letdowns
- Know the Intangible Factor
- Win 80% of Your Bets
Using Two Easy Systems

Why pay outrageous amounts
of money for services that
don't always win, when you
can have a **Guaranteed Win-
ning season**

For Just **\$9.95**

ORDER NOW!

Send \$9.95 + \$1.00 for post-
age and handling in **check,
money order, or charge card**
to:

MARK MATIKA
P.O. Box 1138
Havertown, Pa. 19083

Name

Street

City

State Zip



☐ Master Charge

☐ VISA Exp. Date:

Acct #

Signature

30 Day Money-Back Guarantee



play 21-ZIPTM PRO FOOTBALL

IT GIVES THE ODDS!

Table sports fans! 21-ZIP, the comparative scores football game, is back for another great season!

It consists of 28 pro team cards. On each card is a series of offensive and defensive scores, drawn from that particular team's SCORING statistics for the previous season, ADJUSTED FOR STRENGTH OF SCHEDULE. Each time two teams meet, there is a quick game of chance. Just four rolls of the dice - one on defense and one on offense for each of the two teams - gives a total score for one game.

Using our SCHEDULE SHEET, you'll draw up a 28-team schedule. You'll go through an ENTIRE SEASON of cliffhangers, runaways, and upsets, as the teams battle for playoff berths! You'll keep football logs for each team, along with won-lost standings and scoring statistics!

You'll be AMAZED at the realism! DELIGHTED at how well we've captured the essence of each team! Just playing this game will give you a "feel" for the offensive and defensive merits of all the teams.

Game parts - colorful cards, dice, box, rules & schedule - are TOP QUALITY! Check items you want. You need not order dice if you have a two-color pair of your own. Order NOW!

Wight Game Co., Dept. E, Box 9084
So. El Monte, CA 91733

Send the following:

- ☐ 1978 Season Pro Cards \$4.50
- ☐ 1977 Season Pro Cards \$4.00
- ☐ 1976 Season Pro Cards** \$3.50
- ☐ 1975 Season Pro Cards** \$3.50
- ☐ Game Box (Optional) \$1.50
- ☐ Dice (2-Colors) (Optional) \$0.50

Please add \$1.00 for postage & handling to the total order. **These two seasons are computed as traditional replays. Formula is now very slightly modified toward a true strength basis.

Name _____

Address _____

City _____

State _____ Zip _____

Satisfaction or your money back!



OFFICIAL

NFL Standings Board with 3-D Team Magnets

ONLY
\$11.98

Keep your own standings, day by day on this metalized standings board that contains an easel back to stand on/or can be hung as wall decor. With all 28 NFL team magnets officially reproduced in 3-D with helmet design and official team colors, these 2-square-inch magnets make an outstanding contrast on the big 11"x14" red, white and blue board. Simply by moving the magnets around, you can keep the league standings up to date each week. Each board is complete with all 28 individual team magnets. Only \$11.98 + 75¢ shipping charges. Full money back guarantee if not 100% delighted. Also available in official MLB with 26 team magnets at \$8.95 + 75¢ official NBA with 22 team magnets at \$7.95 + 75¢ official NHL with 18 team magnets at \$6.95 + 75¢. Specify sport desired. Send cash, check or money order with name and address to:

ROYAL ADVERTISING CORP.

Dept. 917 Lynbrook, N.Y. 11563

(N.Y. State residents add state and local sales tax)

PFI INC.

PRO FOOTBALL INSIDERS, INC.

A
California
Corporation

WE CALL
YOU

"NATIONS #1 PRO FOOTBALL PHONE SERVICE IN 1978"

OUR PRO HOT SHEET WAS 1 OF ONLY 2 POSTED WEEKLY AT CHURCHILL DOWNS AND THE ROYAL CASINO SPORTSBOOKS IN LAS VEGAS NEVADA!

FACT: No legitimate Pro Phone Service, regardless of outlandish claims gave their customers a higher winning percentage than our 72% in 78.

FACT: No Phone Service in the country was 5-0 on LOCK GAMES as was our 1978 Executive Phone Service!

FACT: Our Pro Phone was #1 NATIONALLY (72% 38 of 53) mainly due to our SCOUTS & CONTACTS that feed us KEY INFORMATION on a daily basis throughout the season!

WE GUARANTEE YOU A WINNING SEASON SERVICE OR YOUR MONEY BACK

- 1 \$350⁰⁰ FULL SEASON EXECUTIVE PHONE (38 of 53 72% in 78) Includes all Playoff and Superbowl
- 2 \$250⁰⁰ WEEKLY BEST BET 1 PICK WEEKLY (12 of 18 67% in 78)
- 3 \$200⁰⁰ LOCK GAMES ONLY (5-0 in 78) will notify 4 days in advance
- 4 \$125⁰⁰ MONTHLY PHONE SERVICE (4 of 4 winning months)
- 5 \$40⁰⁰ WEEKLY PHONE SERVICE (15 of 18 winning weeks!)
- 6 \$100⁰⁰ SEASON PRO HOT SHEET (137 of 233 59% mailed Spec. Del.)
- 7 \$20⁰⁰ 3 WEEK TRIAL OFFER (Mailed Late Week Special Delivery)

PLEASE SEND ME SERVICE # _____ FOR WHICH I ENCLOSE A CHECK FOR \$ _____. I REALIZE IF I DO NOT HAVE A WINNING SEASON MY ENTIRE SUBSCRIPTION PRICE WILL BE RETURNED PROMPTLY!

DEDUCT 10% IF
POSTMARKED
BEFORE AUG 1, 1979

PRO FOOTBALL INSIDERS, INC. DEPT. S
6784 SAN BRUNO DRIVE, BUENA PARK, CA. 90620

OR CALL (INCLUDE NAME, ADDRESS & PHONE)
(714) 826-9300 FOR FURTHER
DETAILS



Official
NFL
Jersey
Only
\$11.98

8 inch numerals
on front & back
Official team
color & design

Here is a competition quality jersey in authentic NFL color & design. Eight inch numerals on front & back make you look and feel as though you can't be beat. Material is rayon and cotton. The jerseys are the same color and design as your favorite pro football team. In youth and adult sizes of S, M, L or XL. Only \$11.98 per team for youth sizes and \$12.98 per team for adult sizes. Please add 75¢ to your total order for shipping charges. Teams available are: Packers, Dolphins, Rams, Cowboys, Vikings, Redskins, Steelers, Giants, Jets, Broncos, Patriots, Seattle, Colts, Lions, Bears, Eagles, Falcons, Raiders, Oilers. Specify team and size desired. Full Money Back Guarantee if not delighted. Send cash, check or Money Order or order C.O.D. (\$1 deposit).

Royal Advgt. Corp. Dept. 921
Lynbrook, N.Y. 11563

N.Y. State Res. add state and local sales tax

candidates include Walter Packer (Mississippi State), Herb Ford (Salem), Rony Colbert (Lamar), Ron Mabry (Howard) and Martin Mitchell (Tulane), who'll go after the jobs of Vince Phason, Reggie Pierson and Brian Herosian, along with the spot vacated by Canadian Merv Walker, who went to Calgary in the Helton deal.

The biggest question mark among the veterans is Herosian, who was involved in an auto accident in April, which took the life of his pregnant wife. Herosian wasn't injured seriously, but the club is concerned about his mental shape after the tragic experience.

Offensively, the Bombers still possess a strong veteran one-two combination in Ralph Brock (Jacksonville State) and perennial backup Harry Knight (Richmond). Rushing the veteran pair will be Terry Luck (Nebraska), who filled in as the backup man in six games last year and rookie Ed Schultz (Morehead State).

Jim Washington, who has rushed for more than 1000 yards in each of the past three seasons, is again the Bombers' main running threat. With Richard Crump gone to Calgary, Jauch will probably go with a Canadian as Washington's running mate leaving him with an import to work into the line-up elsewhere, probably in the defensive backfield.

Bombers receiving corps can match any in the league. Joe Poplawski was last year's top rookie award winner as he led the league in catches with 75. Teammate Gord Paterson, like Poplawski a homebrew, was runner-up in the receiving derby with 69 receptions.

Veteran Bernie Ruoff (Syracuse) recently signed a new contract and will supply the Bombers with solid punting and place-kicking.

SASKATCHEWAN (4-11-1)—It was just days before the opening of training camp when the Saskatchewan Roughriders solved their most pressing problem—the

need for a No. 1 quarterback.

The prairie Roughriders swung a trade with their eastern cousins, the Ottawa Rough Riders for Tom Clements, the former Notre Dame star who had expressed an urgent desire to get out of the CFL and, particularly, Ottawa. However, he was hung up by his contract which still had a year remaining (his option year) before he would become a free agent and be at liberty to jump to the NFL with the Kansas City Chiefs.

Clements wanted to spend his final year in Canada with Toronto, but when Ottawa and Toronto failed to negotiate a trade, the Rough Riders sent him to Saskatchewan for standout cornerback Steve Dennis, Canadian Bob O'Doherty and a 1980 draft choice.

Saskatchewan head coach Ron Lancaster, who was his club's best quarterback until the trade for Clements was completed, agreed he had paid a high price to get a pivot who will be with them for just one season.

Johnny Uintas-Bobby Boyd

Along with Bill Finley

HAVE JOINED TO FORM

"SPORTS PREDICTION AND LINE SERVICE"

TELEPHONE
HANDICAPPING
SERVICE:

We Offer a variety of services to fit your individual needs, let us explain how our personalized telephone service, manned by Bobby, Johnny and others can work for you.

P.O. BOX 6826
Towson, Md. 21204
Charge It



MONTHLY AND
SEASONAL
RATES

CALL (301)

825-1940

**MONEY BACK
OFFER ON
PICK OF THE WEEK**



Our Official Line Includes:

1. Official Las Vegas Line
2. Eastern Line (Includes Games Not On Board in Vegas)
3. Outlaw Line
4. Injury Reports
5. Over And Under
6. We Call You When Games Go Off The Board Or Line Fluctuates 1½ Points Or More

ALSO ON SALE AT ALL HIGHSPOT NEWSSTANDS THROUGHOUT THE COUNTRY

1979 OFFICIAL NEVADA FOOTBALL SCHEDULE

16 ISSUES—
NOW ONLY \$5.00*
MINIMUM ORDER \$10.00



1979 - 1980 OFFICIAL NEVADA BASKETBALL SCHEDULE

NOW ONLY \$7.50*
MINIMUM ORDER \$15.00

ENTIRE SEASON'S FOOTBALL AND BASKETBALL SCHEDULES AVAILABLE RIGHT NOW !!! WHY WAIT ???

**END THE WEEKLY WAIT FOR YOUR
NUMBERED SCHEDULE.
A COMPLETE SEASON'S NUMBERED
SCHEDULE WILL BE MAILED IMMEDIATELY
AFTER WE RECIEVE YOUR ORDER.**

**Our Prices, Besides Beating
All Competition, Are Less
Than The Cost To Xerox,
Photostat Or Print Your
Own Schedules**



FOOTBALL

Yes, the entire College and Pro Football numbered schedule, official times, all time zones, home teams, etc. for the entire season is available right now—\$5.00 pays for ENTIRE SEASON—16 weeks (Even lower to quantity subscribers). You'd pay our competition anywhere from \$25.00 to \$50.00 for this same schedule—check our competitors and you will see that SPORTS EYE is offering you the greatest bargain in sports! And remember when you place your order with SPORTS EYE, you get the entire schedule all at once—no point waiting for schedules week after week to come in the mail—and our times are accurate.

*MINIMUM MAIL ORDER, 2 ISSUES

BASKETBALL

Yes, the entire College and Pro-Basketball numbered schedule, official times, home teams, etc. for the entire season—\$7.50 pays for the ENTIRE SEASON—17 weeks (Even lower to quantity subscribers). You'd pay our competition anywhere from \$35.00 to \$75.00 for this same schedule—check our competitors and you will see that SPORTS EYE is offering you the greatest bargain in sports! And remember when you order from SPORTS EYE you get the entire schedule at once—no point waiting for schedules week after week to come in the mail. Accurate times—all time zones.—double checked for ultimate accuracy.

*MINIMUM MAIL ORDER, 2 ISSUES

SPORTS EYE

343 GREAT NECK RD., GREAT NECK, N.Y. 11021

516 - 487-8300

Please send me the schedules as specified—
☐ Bulk Rate ☐ First Class

25 cents per schedule extra enclosed.

DEPT. 17

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

☐ Bill me via Master Charge

☐ Bill me via Visa

Card no. Expiration Date



*FOOTBALL

Issues	Amt.	Cost per Copy
<input type="checkbox"/> 2	\$10.00	(\$5.00)
<input type="checkbox"/> 5	\$15.00	(\$3.00)
<input type="checkbox"/> 10	\$25.00	(\$2.50)
<input type="checkbox"/> 25	\$55.00	(\$2.20)
<input type="checkbox"/> 50	\$100.00	(\$2.00)
<input type="checkbox"/> 75	\$145.00	(\$1.89)
<input type="checkbox"/> 100	\$175.00	(\$1.75)
<input type="checkbox"/> 200	\$325.00	(\$1.62)
<input type="checkbox"/> over 200		(\$1.50)

BASKETBALL

Issues	Amt.	Cost per Copy
<input type="checkbox"/> 2	\$15.00	(\$7.50)
<input type="checkbox"/> 5	\$25.00	(\$5.00)
<input type="checkbox"/> 10	\$45.00	(\$4.50)
<input type="checkbox"/> 25	\$100.00	(\$4.00)
<input type="checkbox"/> 50	\$175.00	(\$3.50)
<input type="checkbox"/> 75	\$250.00	(\$3.33)
<input type="checkbox"/> 100	\$325.00	(\$3.25)
<input type="checkbox"/> 200	\$600.00	(\$3.00)
<input type="checkbox"/> over 200		(\$2.90)

COMBINATION (Football & Basketball)

Issues	Amt.	You Save
<input type="checkbox"/> 2	\$22.00	(\$3.00)
<input type="checkbox"/> 5	\$30.00	(\$10.00)
<input type="checkbox"/> 10	\$55.00	(\$15.00)
<input type="checkbox"/> 25	\$135.00	(\$20.00)
<input type="checkbox"/> 50	\$225.00	(\$50.00)
<input type="checkbox"/> 75	\$325.00	(\$70.00)
<input type="checkbox"/> 100	\$400.00	(\$100.00)
<input type="checkbox"/> 200	\$700.00	(\$225.00)
<input type="checkbox"/> over 200		\$3.40 ea.

*Football Schedules mailed last week in July. Bulk Rate Mail or Parcel Post (Bulk rate and Parcel Post usually take 10 to 20 days for Delivery). Schedules mailed within 48 hours upon receipt of order. For First Class Mail, add 25 cents for each full season schedule.

OFFICIAL NFL SHORT SLEEVE KNIT SHIRT



ONLY
\$9.98

Official NFL Men's and Boy's 4 button short sleeve shirt in 50% polyester, 50% cotton La Coste knit with the Official NFL helmet design emblazoned right on the front. Comfortable and attractive in white, available in the following teams: Dallas, Washington, L.A., Miami, Houston, Pittsburgh, Green Bay, Minnesota, Oakland, New England, Seattle, Detroit, Atlanta. Sizes S, M, L and XL in boy's and men's. Specify team and size when ordering. Only \$9.98 + 63¢ shipping charges for boys and \$10.98 + 63¢ shipping charges for adult. Full money back guarantee if not 100% delighted. Send cash, check or money order to:

Royal Advertising Corp., Dept. 918
Lynbrook, N.Y. 11563
(N.Y. State residents add state & local sales tax)

Official NFL Coaches Cap only \$4.95



Now, you can stroll the sidelines like your favorite NFL coach and root for your favorite NFL team both at the same time. This handsome coaches cap is 100% double knit and comes in official team colors with the official team logo emblazoned right on. Soft and comfortable, it comes in only 2 sizes to fit all—Regular (6 1/2-7 1/2) and large (7 1/2-7 3/4). Specify team and size. All NFL teams available only \$4.98 + 75¢ shipping charges per team. Order more than one and save. 2 for only \$9.75 + 75¢ & 3 for only \$14.25 + 75¢ shipping. Full money back guarantee if not delighted. Send cash, check or money order to:

Royal Advertising Corp. Dept. 919
Lynbrook, N.Y. 11563
(N.Y. State Residents add state & local sales tax)

"But you can't always be looking to the future," he said. "Sometimes the future is now. When you get a chance to get a quarterback of Clements' talent you have to take advantage of it. Maybe he can get us back on the winning track. We need it around here."

Clements, however, may not be able to make the Roughriders a winner anymore than Lancaster could during the past couple of seasons. Lancaster was the best pivot in Canada, or close to it, for the 15 years he spent in a 'Rider uniform until retiring at the end of last season.

The 'Riders may have temporarily solved their quarterbacking problem but whether the supporting cast has been upgraded enough for the 'Riders to move up in the standings remains questionable.

Larry Dick (Maryland) was Lancaster's understudy last year as a rookie and will likely serve in that capacity to Clements this season. Ken Washington (North Texas State), who attended last

year's camp, and newcomer Lloyd Patterson of Memphis State will also be on hand to battle for the reserve job.

One of the very few bright spots for Saskatchewan last year was the work of running back Mike Strickland (East Michigan), who was picked up after being dumped by the B.C. Lions and rushed for a league-leading 1306 yards.

Sylvester (Molly) McGee (Rhode Island) was Saskatchewan's, and the CFL's leading pass receiver in 1977 coming out of a backfield spot to serve as Lancaster's safety valve when nothing else was available. But both his pass-catching and running totals fell off last year and he'll get plenty of competition as both a ball carrier and receiver. The 'Riders have signed running backs Dwight Ford of USC and Charles Middlebrook of Tennessee State as well as wide receiver Frank Henry of Utah.

The defense was fairly respectable at the end of last season and there might not be as many

changes as fans might expect. Lancaster will switch to a "34" defense, employing former Hamilton Tiger-Cat Mike Samples (Drake) as his middle guard.

The 34 defense will also allow him to take advantage of his four solid linebackers—Cleveland Vann (Oklahoma State), Roger Goree (Baylor), Louis Clare (Minnesota) and Bill Manchuk. Daria Butler (Oklahoma State) will also get a look as a linebacker.

Finding a replacement for Dennis on the right corner will be a major task. Ray Milo (New Mexico State) could be the answer.

Bob Macoritti returns to supply competent kicking.

EASTERN CONFERENCE

OTTAWA (11-5-0)—There's no reason to believe that the Rough Riders can't repeat their first place finish of a year ago without quarterback Tom Clements.

What the fans and management will be seeking, however, is more sustaining power. Last year

FROM
LAS VEGAS
THE

2ND
ANNUAL

\$100,000

PLUS

"CASTAWAYS

WORLD CHAMPIONSHIP"

PRO FOOTBALL'S

Castaways

HANDICAP

\$100,000 PLUS IN CASH PRIZES
MORE WAYS TO WIN THIS YEAR
... BONUSES, BONUSES!!!
FREE TRIPS TO LAS VEGAS,
PALM SPRINGS PLUS ... THE
BIG ONE ... THE SUPER BOWL

Castaways

HOTEL/CASINO LAS VEGAS

A HUGHES RESORT HOTEL

ON THE STRIP

ENTRY FORMS AND BROCHURE ARE
AVAILABLE AT THE CASTAWAYS SPORTS
BOOK ... OR WRITE FOR YOUR FREE
BROCHURE

PLEASE SEND ME THE BROCHURE ALL ABOUT THE
2ND ANNUAL CASTAWAYS WORLD CHAMPIONSHIP
PRO FOOTBALL'S CASTAWAYS HANDICAP.

NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP _____



NFL GIFT CATALOG

PRO TEAM CORNER
SPECIALIZES IN PRO
FOOTBALL GIFTS,
NOVELTIES AND
SOUVENIRS

WE'RE A RETAIL STORE WITH
DIRECT MAIL SHIPPING
FACILITIES AND IMMEDIATE
DELIVERY!

- All 28 NFL teams available.
- This beautifully photographed catalog contains self-mailing order forms, easy-to-fill-out for your convenience.
- IF YOU'RE A PRO FOOTBALL FAN YOU'LL WANT THIS CATALOG!

NFL Jerseys with your name and your number, Helmets, Caps, NFL Cheerleader Shirts, Waste-baskets, Wall Plaques, Bulletin Boards, Cigarette Lighters, Ashtrays, Mugs, Glasses, Jewelry, Gym Bags, Clocks, Banks, Lamps, Posters, Custom T-shirts and Sweatshirts, and much more...

PLEASE SEND ME YOUR CATALOG. ENCLOSED IS \$1.00 FOR POSTAGE & HANDLING.

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

PRO TEAM CORNER

3600 N. Main St., North Towne Plaza Shopping Center, Rockford, IL 61103, (815) 877-4002

Too skinny to have fun... SHAPE A NEW YOU

A chance to really be me. To be noticed. To compete where I never thought I could. To really feel good about myself. Thank you Wate-On. You changed my life. I was really skinny because I just didn't eat right. It was really a drag. Wate-On's extra calories helped me fill-out... shape my whole body. Wate-On has vitamins, iron and minerals plus nutrients known for strength and energy. Wate-On works. Actual users report gains of 5-10-15 pounds and more. Gain the pounds and inches you want the natural pleasant way... Take Wate-On. It's at your favorite drug store. Liquid, tablets, Energizers Bars and Tonic forms. Regular and Super strengths.

If your druggist does not have Wate-On ask him to call his wholesaler or write: The Fleetwood Company, 600 Hunter Drive, Oak Brook, Illinois 60521.



Wate-On®

Our 32nd Year in Cards WE DELIVER!!

We don't make unsubstantiated claims,

1979 TOPPS FOOTBALL & BASEBALL CARDS



Full color cards of most Big League players.
1979 FOOTBALL CARDS—Complete Set (528 cards)—Only \$11.50 + \$1.75 postage.
TIME PAYMENT PLAN: Send \$5.00 now and 2 payments of \$4.50 each later.
1979 BASEBALL CARDS—Complete Set (726 cards)—Only \$16.00 + \$1.25 postage.
TEAM SETS—All the players on your favorite team (as issued)—Football \$2.00 postpaid. Baseball \$2.75 postpaid. (1979 teams only)

PARTIAL LIST OF OTHER ITEMS AVAILABLE

BASEBALL SETS	
1978 Topps (726 cards)	\$20.00 ppd.
1977 Topps (660)	22.00 ppd.
1976 Topps (660)	24.00 ppd.
1975 Topps (660)	29.00 ppd.
1974 Topps (660)	50.00 ppd.
1973 Topps (660)	55.00 ppd.

FOOTBALL SETS	
1978 Topps (528 cards)	\$14.00 ppd.
1977 Topps (528)	15.50 ppd.
1976 Topps (528)	16.50 ppd.
1975 Topps (528)	18.00 ppd.
1974 Topps (528)	22.00 ppd.
1973 Topps (528)	24.50 ppd.

BASKETBALL SETS	
1978-79 Topps (132 cards)	\$ 6.50 ppd.
1977-78 Topps (132)	8.25 ppd.
1976-77 Topps (144-large)	11.50 ppd.
1975-76 Topps (330)	15.50 ppd.
1974-75 Topps (264)	17.50 ppd.

HOCKEY SETS	
1978-79 Topps (264 cards)	\$ 8.75 ppd.
1977-78 Topps (264)	11.25 ppd.
1976-77 Topps (264)	12.75 ppd.
1975-76 Topps (330)	15.00 ppd.
1974-75 Topps (264)	17.75 ppd.

We have over 18 MILLION cards in stock (BB, FB, BK, HK-1948-1979). Sets, team sets, singles available (1973-78). Send a self-addressed stamped envelope for prices. **NEED BASEBALL & FOOTBALL CARDS 1948-1972?** Send a self-addressed stamped envelope and 25¢—ask for "New Concept"—for complete details.

OFFICIAL MAJOR LEAGUE REFILLS

For the first time... a see-thru mounting method especially designed for trading cards. Packs of 4 refill sheets (fit any 3-ring binder) holds up to 72 of your favorite trading cards... Each Pack \$1.80 Postpaid.

AVAILABLE NOW!! All New BASEBALL CARD CHECKLIST BOOK!! Illustrated checklists of baseball cards of Topps, Bowman, Fleer, etc. 1948 to and including 1978. With new plastic binder to allow for additions... has over 16,000 players names listed... with pictures of cards of each year for easy identification. \$7.75 postpaid; \$9.00 Air Mail.

ALL NEW! BASEBALL CARD ALPHABETICAL HANDBOOK. Contains 136 pages of all the Topps, Bowman, Fleer, Leaf and Red Man regular issue baseball cards (1933-1978), alphabetized by player for easy reference, with a section for each type of issue... is printed in easy-to-read form, with plastic binder for easy handling 8.00 Postpaid, \$9.25 Air Mail.

BUYING CARDS!! Top Prices paid for cards issued prior to 1973. Send list of items.

LARRY FRITSCH

DEPT. 140
735 OLD WAUSAU ROAD
STEVENS POINT, WIS. 54481

the Riders ran off with the conference race when they won seven of their first eight games. But then they could only split their final eight games and were easily subdued by the Montreal Alouettes in the conference championship game.

Clements, who came to Ottawa out of Notre Dame in 1975 and quickly established himself as one of the CFL's top pivots, decided this past winter that now was the time to take a shot at the National Football League. That decision was undoubtedly spurred by the fact that he has had to share more and more of the quarterbacking duties with the exciting Condredge Holloway (Tennessee) the past couple of seasons.

Also contributing to his decision to leave Ottawa in favor of the Kansas City Chiefs is the fact that both Chiefs' head coach Marv Levy and offensive co-ordinator Tom Pagna are very familiar with Clements. Levy was head coach at Montreal before opting for KC himself and Pagna was Clements' backfield coach at Notre Dame.

Clements was hoping to get out of the CFL immediately and the Riders were willing to accommodate him, but some of the other clubs weren't about to let him escape. Clements still has the option year of his CFL contract remaining and will play that out with the Saskatchewan Roughriders, to whom he was traded.

Even before Riders found a new home for their reluctant pivot they prepared for his departure by trading for Jimmy Jones (UCLA), who was about to lose his starting job in Hamilton.

With Holloway establishing himself as the No. 1 quarterback the Riders should continue to have the most potent offense in the East. Tony Gabriel (Syracuse), named the outstanding player and top Canadian in the CFL last year, heads a fine array of receivers. But head coach George Brancato is seeking more speed in his receiving corps and has recruited Terry Gallaher of East Carolina among others.

Veteran Art Green, who came back last season after an unsuc-

cessful fling in the NFL, did not report when camp opened and could be traded.

Richard Holmes (Edinboro), who rushed for over 1000 yards in 1977 but slipped well below that mark last season will likely retain his running back job although he'll get a battle from rookies Nicholas Giaquinto (Connecticut), Mose Rison (Central Michigan) and Alvin Maddox (Maryland).

The lack of a middle linebacker was the Riders' main shortcoming at this time last year. Canadian Tim Berryman eventually filled the bill admirably, but the acquisition of all-star Ray Nettles (Tennessee) from Hamilton strengthens the position considerably. Ron Foxx (Drake) and Brad Carr (Virginia), along with Berryman, give the Riders a solid linebacking unit.

Ken Downing (Missouri), a ferocious tackler, was last year's major find for Brancato. Now the addition of Dennis from Saskatchewan improves the secondary that much more. Rookies Bryan Ferguson (Miami), Lyle Govert (Ohio) and Scott Hays (William & Mary) will also fight for jobs in the defensive backfield.

Jim Coode (Michigan) offensive lineman-of-the-year in 1978, anchors the offensive line where the loss of Jeff Turcotte on the first day of camp created a large gap.

Jerry Organ returns after a year's retirement to spruce up the kicking game which was poor last season.

MONTREAL (8-7-1)—There was considerable smoke rising from the camp of the Alouettes last season as the workers and their new bosses had difficulties adjusting to each other. But they put aside the flames of discord long enough to return to the Grey Cup game where they, unfortunately, fell victim to the Edmonton Eskimos.

The main problem for the players was adjusting to the more gregarious style of new head coach Joe Scannella and, in particular, defensive line coach Lamar Leachman after five years under the sedate leadership of

GENUINE SPORTS COLLECTORS ITEMS

AUTHENTIC FOOTBALL JERSEYS & SIDELINE JACKETS



FOOTBALL JERSEYS—John Unitas, O. J. Simpson, Earl Campbell, Walter Payton \$275 each. Roger Staubach, Terry Bradshaw, Joe Namath, Jim Parker \$225 each. Franco Harris, Lydell Mitchell, Bert Jones \$175 each.

BASEBALL JACKETS—Yankees, Red Sox, Oakland A's, Tigers, Royals, Orioles, Dodgers, Reds \$79 each. 2 for \$138. Save \$20! These are same style jackets worn by players.

COLLECTORS T-SHIRTS

Full Color T-Shirts \$5.99 or Long Sleeve Sweatshirts only \$9.99. Add 50¢ postage each. Order 3 or more and we pay postage!!



WORLD CHAMP YANKEES
White Print on
Yankee Blue Shirt
PETE ROSE
RECORD BREAKER



White Print on
Bright Red Shirt
SPORTS FANS
"DO IT"
Blue Print on
Gray Shirt
WORLD CHAMP
STEELERS



Send 25¢ for Our Brand New Photo Illustrated Catalog. Loaded with "Yards" of Exciting Items. Foreign Orders. Add 15% Md. Residents Add 5% MasterCharge & Visa Accepted.
T. L. FRIEDMAN SPECIALTY CO.
P.O. Box 5777(YB), Baltimore, Md. 21208

GUARANTEED

24 HR.



Shipping since 1972. Why wait months?

'79 FOOTBALL CARDS

Complete set of 528 Topps \$13.49 ppd.
Unopened boxes: 500-\$7.49 ppd., 1,000-\$12.49 ppd. Case (12,000)-\$129.99 ppd.

BASEBALL CARDS

1979 Complete set of 726 Topps, \$17.49 ppd.
1978 Complete set of 726 Topps, \$18.49 ppd.

ALL CARD PRICES ARE POSTPAID

PLASTIC SHEETS 22¢ ea.

For all Topps cards '57 to '79. Can hold 9 or 18 cards/sheet.

'79 NFL YEARBOOKS & GUIDES

Cowboys, Steelers, Browns, Packers, Jets—\$2.50 ea. OTHER '79 teams available. Send 25¢ for list. '78 Steelers, Rams—\$1.50 ea.

PROGRAMS

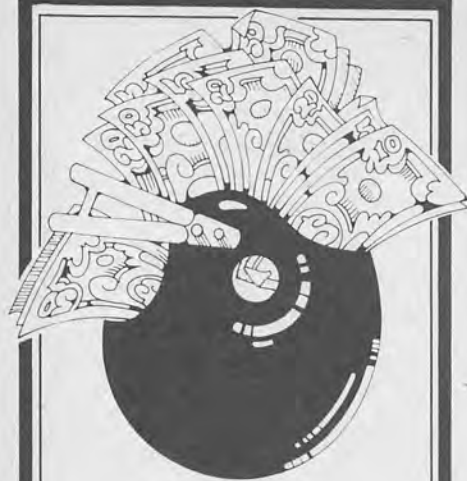
Super Bowl: '80-\$4.50 ppd. avail. mid-Jan., '79 Steelers v. Cowboys-\$4.00
PRO BOWL: '79-\$1.50 AFC Championship: Steelers v. '79 Oilers-\$2.50

CATALOG LISTING ITEMS From All Sports 25¢
ADD \$1.75 UPS shipping & handling charges to all non-card orders (except '80 Super Bowl).

We buy cards, publications, etc.

G.S. GALLERY—Dept. F79

P.O. Box 4, Cooperburg, Pa. 18036



THE BEST LINE TO A WINNING SEASON.

If you're tired of picking losers, put The Best Line on your side—and follow us right into a profitable, winning season.

We're big and experienced.

The Best Line is a national network of football experts with many years of consistent success behind us. And now our success can be yours.

We're quick and thorough.

Every week you'll receive our newsletter containing a detailed analysis of our key college and pro games. We'll also provide additional information on other games as well.

We're honest and intelligent.

Let's face it—some games just aren't worth betting. That's why The Best Line picks only the good ones—the games we're sure will make you a consistent winner.

Best of all, we're inexpensive.

For only \$60 you can have The Best Line working for you all season long. Or try us for three weeks for only \$20, and when you're satisfied with the results you can continue for the remainder of the season for an additional \$55.

Make check or money order payable to:

The Best Line, Inc.
P.O. Box 1174
Chicago, Illinois 60690

- ☐ \$60 for season subscription
☐ \$20 for first three weeks

Name _____

Address _____

City _____ State _____

Zip _____ SP

OFFICIAL PRO FOOTBALL **Only**
PENNANTS \$1.00



All Teams Available

Full 12" x 30"

All in Full Color

A Decoration and Conversation Piece



A COLORFUL PENNANT TO DECORATE YOUR ROOM

Here is a colorful, full color, full size 12" x 30" Pennant of your favorite pro-football team all ready for you to hang in your room. All 28 teams available. These team pennants make a popular gift and collectors item for your family room, den, or bedroom. Only \$1.00 plus 25c shipping charge per team. Order more than one at only \$1.00 each and save the 25c shipping charge. Specify team or teams desired in handy coupon. Full Money Back Guarantee if not delighted. Send cash, check or money order to:

Royal Advtg. Corp., Dept. 916
Lynbrook, N.Y. 11563

(N.Y. State residents add state and local tax.)



Knit Caps

only
\$3.98

all
NFL,
NBA &
NHL
Teams
available

Now you can really root for your favorite NFL, NHL & NBA team and keep warm at the same time. These 100% Orlon Acrylic Knit Caps with PomPom come in official team colors with the authentic team logo emblazoned boldly right on the front. One size fits all and it's guaranteed to draw raves from anyone who sees it, and it's so practical also. All NFL teams available and all NHL & NBA teams also. Specify team or teams desired. Only \$3.98 per team (2 for \$7.85) (3 for \$11.55). Please add 37c shipping charges to your total order for shipping charges. Full Money Back Guarantee if not delighted. Send cash, check or Money Order to:

Royal Advtg. Corp., Dept. 920
Lynbrook, N.Y. 11563

(N.Y. State residents please add state and local sales tax)

Need 24-hour action?
Sorry... we can't help.

BUT...
if you're a high
percentage
limited play bettor...

SELECTIVE FORECASTING

LATE PHONE SERVICE
is an intelligent approach
to the coming college
football season.

- **Selective Forecasting** will take the complete weekend college schedule and reduce it to no more than 5 **high percentage** selections including one key pick.
- **Selective Forecasting** will rate the strength of all selections using a 10 unit value system.
- In 1978 **Selective Forecasting** released 15 key picks—12 were winners!
- **Selective Forecasting** service gives you the complete college season including post season bowls for \$160.00.

**PROFESSIONAL HANDICAPPING
+ HIGH PERCENTAGE PICKS
+ LIMITED PLAY =
WINNING SEASON**

SELECTIVE FORECASTING, INC.
P.O. Box 496 • Utica, N.Y. 13503

SELECTIVE FORECASTING, INC.
P.O. Box 496 • Utica, N.Y. 13503

- ☐ \$160 enclosed for the complete college season.
☐ Send more information on your service.

Name _____

Address _____

City _____ State _____ Zip _____

Marv Levy, who left to take over the reins of the Kansas City Chiefs.

But, after a year of acclimatization, those problems should have been snuffed out. Chuck Zapiec, an all-star linebacker who was the most vocal critic of the new regime, was given his release this winter and has joined Levy in Kansas City. Replacing him will not, however, be a simple matter.

Alouette general manager Bob Geary recruited Dan Driscoll (Villanova), James Reed (Berkeley), Tom Toner (Idaho State) and William Hampton (Arkansas) as replacements. Veterans Carl Crennel (West Virginia) and Wally Buono (Idaho State) man the other two linebacking spots and they'll be difficult to push out.

Als recently signed veteran defensive tackle Glen Weir to a new five-year contract and with end Junior Ah You (Arizona State) having apparently decided not to retire although he reported a week late and was fined \$1,000, the excellent front four will again be a strong point. Ken Niemasek (Memphis State) will seek to grab the other end spot away from Canadian Gabriel Gregoire. Gord Judges is set as Weir partner at tackle.

Besides replacing Zapiec, Scannella must come up with a new face at one cornerback position which was vacated by Vernon Perry (Jackson State), who played out his option and signed with Houston Oilers. Among the list of candidates are Greg Anderson (Montana), Bob Hosea (UCLA), Mike Jones (Virginia Union) and Keith Baker (Texas Southern) as well as Terry Peters, (Oklahoma), who played several games with the Als last season.

Scannella never did settle on his right offensive tackle last year and the position will be fought over at camp. Bill Kahl-Winter manned the position for the second half of the schedule, but he'll get a stiff battle from Ross Schubarth (Massachusetts), Larry Pfohl (Miami-Fla.) and Doug Payton, who performed at guard last year but is primarily a tackle. Roland Mangold (N.E. Mis-

souri) comes in as possible replacement for Payton if the latter moves to tackle.

Alouettes began last season with a pair of battering rams—John O'Leary (Nebraska) and Ken Starch (Wisconsin)—but eventually dropped Starch and went with David Green (Edinboro) a speedster, as O'Leary's partner. Als are promising even more speed with the signing of Charles Burgess of South Carolina State.

Scannella also plans to add more speed to his wide receiver corps where he already has the swift Bob Gaddis. Ed Wright (Wake Forrest) Don Morris (Kansas) and Curtis Leak (Johnson C. Smith) are the candidates here.

There will also be a new look in the backup quarterback spot following the departure of 10-year veteran Sonny Wade to the Philadelphia Eagles as a punter. Ron Calgagni, a standout at Arkansas, comes in as the No. 2 pivot, but will be groomed to be the eventual starter.

Don Sweet continues to supply Als with the best placekicking in the East.

HAMILTON (5-10-1)—On paper at least, the Hamilton Tiger-Cats are shaping up as the most improved club in the Eastern Conference. And with head coach John Payne getting the opportunity to shape his own team from the beginning of training camp, the Ticats could, indeed, be more than paper Tigers.

Payne took over early last season when Ticats dumped head coach Tom Dimitroff after just five games with the club holding a 1-3-1 record.

The team's record through the remainder of the year was an unimpressive four wins and seven losses. But Payne and general manager Bob Shaw have done some intensive recruiting and trading in the off season in hopes of rejuvenating the fortunes of the once powerful Hamilton Tiger-Cats.

The first item on their list of recruiting priorities was a quarterback. Jimmy Jones (UCLA) had led Montreal to the 1974 Grey Cup, but after being traded

to Hamilton just before the '76 season his performance has been spotty. Payne decided Jones no longer fit Ticats' scheme and the veteran pivot was traded to Ottawa.

Tiger-Cats will go into this season pinning their hopes on Michigan State star Eddie Smith. The rookie has already been designated as the team's No. 1 pivot. Shaw also signed Mississippi State's Dave Mahler, a 10th round draft pick of Buffalo Bills, who will handle the backup job. Mahler won the No. 2 position because of his punting and place kicking abilities, a talent Ticats sorely lacked last year.

Shaw also spent the winter hunting new talent for the offensive line a problem area last year.

Ed George, a former CFL all-star with Montreal who had spent the past four seasons in the NFL with Baltimore and Philadelphia, was signed as a free agent. He'll team with three-year veteran Larry Butler (Appalachian State) as the guards. Frank Pomarico (Notre Dame), obtained in a trade with Ottawa, is also in the running for a guard job. If he can earn a spot, George could be shifted to tackle. Veteran tackle Mike Wilson was dealt to Edmonton, but Ticats received Willie Martin (North-eastern State) in return to vie for Wilson's spot along with sophomore Dan Bass, Mark Perrelli (Oklahoma State) back for another try after being cut in '77 and Canadians Alan and Frank Moffatt.

If this group can give Smith time to pass, he'll have a speedy corps of receivers at which to throw the ball. Waddell Smith (Kansas) caught 58 passes for Edmonton last year, but was traded to Hamilton after running into contract difficulties. He's swift, as are Canadians Kerry Smith and Bill Hatanaka. Leif Pettersen and Dave Quehl aren't as fast, but have excellent hands.

Ticats running game suddenly became a question mark when \$1 million back Jimmy Edwards was sent packing by head coach John Payne for refusing to practice. Johnny (Ham) Jones (Texas) is the heir apparent.

Defensively, Ticats were in the

Introducing

The 1st Sound Basis For Handicapping Pro Football



INSTANT REPLAY™ Now Offers You **COMPLETE PERFORMANCE CHARTS** on ALL NFL Games.

As you know, Pro Football is almost impossible to handicap consistently without detailed accounts of previous games.

In the past, this valuable information was very difficult to obtain.

Now there is a dependable source for this complete in-depth coverage — with 3 full pages on every game . . . 42 pages per issue.

INSTANT REPLAY has the vital details that you won't find in any other publication.

Get all the plays of every NFL game plus these **EXCLUSIVE FEATURES:**

- THE BALL CONTROL STORY ☐ THEIR RUNNING GAME
- THE COMPLETE PASSING GAME ☐ PASSER PRO-FILES
- THE REAL DIFFERENCE IN PENALTY YARDAGE
- THE COMPLETE KICKING GAME ☐ HOW EACH TEAM SCORED
- ACTUAL STARTING LINEUPS OF PLAYERS AND OFFICIALS
- WEATHER AND FIELD CONDITIONS ☐ IMPACT OF INJURIES
- and a **CONCISE, FIRST-HAND ANALYSIS OF EVERY GAME**

These facts and more are available in an easy-to-read, loose-leaf reference format for less than \$10 per week.

A SURE WINNER!

Fill in and mail this coupon today. We'll send you **ABSOLUTELY FREE** a **SAMPLE** chart of the '78 Super Bowl and an illustrated brochure showing how INSTANT REPLAY can mean big money to you.



INSTANT REPLAY

Dept. 12, 6 East 45th St.
N.Y., N.Y. 10017

I'd like to know more—please rush me a **FREE** **SAMPLE** chart and illustrated brochure by return mail.

Name _____ (Please Print)
Address _____
City _____ State _____ Zip _____

market for another end and came up with veteran Canadian Jim Heighton from Winnipeg to partner Glenn Robinson (Oklahoma State).

Ticats had a large hole to fill at middle linebacker after trading away Ray Nettles. Canadian rookie John Priestner (Western Ontario) was expected to fill the bill, but was drafted in the 11th round by the Baltimore Colts. However, Shaw obtained former Western Conference all-star Harry Walters (Maryland) from Winnipeg in the same trade that brought him Heighton and he should fill the gap.

Larry Cates, obtained in the Nettles trade, will step into a secondary which could sport five imports.

TORONTO (4-12-0)—The Argonauts haven't won the Grey Cup in 26 years and have been to the CFL championship game just once in that span.

Argos' hopes of finally putting together some continuity and coming up with a happy ending rests with the latest set of characters to be injected into what has become a comedy novel.

Carling O'Keefe Brewery Ltd., which purchased the club from disenchanting inn keeper Bill Hodgson, brought in former Argo coach, general manager and president Lew Hayman, who has been languishing in semi-retirement for several years, to conduct the hunt for two men—a general manager and head coach—who would put the Boatmen on a straight course towards respectability.

After a lengthy search he came up with Tommy Hudspeth, former head coach of Detroit Lions of the NFL as the general manager and Forrest Gregg, an outstanding player with the Green Bay Packers during the Vince Lombardi era and later head coach of Cleveland Browns, as the head coach.

The two men spent their first few weeks in the Argo offices viewing films of last year's disasters and came to the conclusion that the club's main requirement was a quarterback. However they did not go out with blank contracts to join the recruiting bat-

tle for a highly-rated but unproven, U.S. college quarterback even though they had Steve Fuller of Clemson, Notre Dame's Joe Montana and Penn State's Chuck Fusina on their negotiation list.

Instead, after much deliberation they arranged a trade with Calgary Stampeders for the rights to Tony Adams (Utah State), who spent the last four years as the backup to Mike Livingston with Kansas City Chiefs. Adams signed immediately with the Argos and will be the No. 1 pivot.

Mark Jackson (Baylor), who had a short stint with Montreal two years ago, and Bob Kramer (Indiana), a semi-pro performer last season, will vie for the No. 2 job.

The offensive line, which last year failed to supply the blocking for former NFL star Terry Metcalf and made his first season in Canadian football a frustrating experience, will also be revamped.

Canadian tackle Nick Bastaja is the only one assured of a job. The remainder of the positions will be fought over with the likes of rookies Kevin Powell (Utah State) and Mike Obrovac (Bowling Green) battling holdovers Bill Ellenbogen (Virginia Tech), Greg Fairchild (Tulsa), Tom Davis (Nebraska) and Bill Norton.

Ecomet Burley (Texas Tech), who was outstanding as a rookie in 1977 but missed last season with a serious Achilles' heel injury, returns to strengthen the defensive line, which with Jim Corrigan (Kent State) and Wayne Smith at the ends and Bruce Smith (Colorado) at the other tackle spot is potentially one of the CFL's best front fours.

The battle for the linebacking jobs should produce some stiff competition between Tom Poe (Washington State) and Rick Razzano (Virginia Tech) for the middle and Richard Lewis (Portland State) and Harold Randolph (E. Carolina) for one outside spot. The other outside position will likely go to a Canadian.

Jackie Williams (Texas A&M) could be a new face in the defensive backfield.

Ian Sunter, who went through

a terrible slump last season, will likely handle the placekicking and punting chores if he's been able to straighten himself out.

NEW AMERICAN IMPORTS

EDMONTON ESKIMOS
1978 CANADIAN CHAMPIONS
beat Montreal 20-13 for Grey Cup.

WESTERN CONFERENCE

EDMONTON Eskimos
Payton Bailey, RB, Wichita St.; Donny Bobo, WR, Arkansas; Harold Cotton, OT, Boise St.; Jerry Dandridge, LB, Green Bay Packers; Kim Featsent, WR, Kent St.; Derrick Glanton, DE, Kansas City Chiefs; Johnnie Jackson, WR, Angelo St.; Mike Jones, RB, Grambling; Bob McCauley, LB, Boise St.; Travis McCord, WR, Drake; Larry Morrill, DB, Boise St.; Jimmy Walker, DT, Arkansas; Charles Weatherbie, QB, Oklahoma St.; Mike Wilson, OT, Hamilton (CFL)-Dayton.

CALGARY Stampeders

Mike Bailey, LB, Utah; Steve Bayuk, QB, Texas Christian; Doug Battershill, DB, Weber St.; Arthur Dickson, DB, Portland St.; Billy Dixon, TE, Troy St.; Ken Dombrowski, DT, Cameron St.; Rob Forbes, RB, Drake; Tom Krebs, OG, Utah; Chris Malmgren OG/DT, Atlanta Falcons; Michael Milton, WR, Texas Christian; Joe Novosel, DT, Hawaii; Ronnie Paggett, DT, Louisiana Tech; Michael Richardson, RB, East Texas St.; Ed Thomas, K/DB, Boise St.; Rudy Viney, LB, Pacific-New Orleans Saints; Richard Crump, RB, Winnipeg (CFL)-N.E. Oklahoma.

B.C. Lions

Carlos Brown, QB, Pacific; Charlie Cage, DE, Mississippi; Don Denegal, DB, Cal. St.-Northridge; Danny Garrett, DB, Northridge; Andre Jones, DB, Nevada-Las Vegas; Greg Lawson, RB, West Illinois; Michael Lusane, DT, West Texas St.; Mel McGowan, LB, Tulsa; Richard Murray, DE, Oklahoma; Kermit Pace, OT, Fullerton; Jim Phillips, OG, Angelo St.; Tennie Pierce, TE, Northridge; Wayne Roche, DB, Washington; Tom Rushing, OT, Florida St.; Roy Shine, DT, Kansas St.; George Turk, LB, Texas Southern.

WINNIPEG Blue Bombers

Henry Bradley, DT, Alcorn St.; Buddy Brown, OG, Alabama; Rony Colbert, DB, St. Louis Cardinals; Herb Ford, DB, Salem; Perry Griggs, WR, Baltimore Colts; Howard Hackley, DB, Montreal (CFL)-Edinboro St.; Ron Harris, RB, Colorado St.; John Helton, DT, Calgary (CFL)-Arizona St.; Max Hudspeth, DB, New Mexico; Greg Johnson, DE, Florida St.; Gary Jurczyk, OG, Illinois; Greg Kinble, OG, Tennessee St.; Ron Mabre, DB, NY Jets; Charles Marshall, DT, Philadelphia Eagles; Martin Mitchell, DB, Tulane; Bob Molden, DE, Mississippi St.; Ron Olsonoski, LB, Minnesota Vikings; Walt Packer, RB/DB, Tampa Bay; Ed Schultz, QB, Moorhead St.; Greg Shoff, OG/OT, Minnesota; Brad Wagner, DB, Pittsburgh Steelers; Bobby Windom, RB, East Michigan.

SASKATCHEWAN Roughriders

Daria Butler, LB, Oklahoma St.; Lyle Bauer, OG, Weber St.; Dwight Ford, RB, USC; Frank Henry, WR, Utah; Scott Hertenstein, DE, Azusa Pacific; Tim

Hook, OG, Montana; Al Johns, DT, Pacific; Charles Middlebrook, RB, Tennessee St.; Ray Milo, DB, New Mexico St.; Lloyd Patterson, QB, Memphis St.; John Taylor, OT, Montreal (CFL)-Pacific; Tom Clements, QB, Ottawa (CFL)-Notre Dame.

EASTERN CONFERENCE

OTTAWA Rough Riders
Cornell Barlow, WR, Virginia St.; Val Belcher, OG, Houston; Mario Benimo, DT, Montclair St.; Donald Fenner, DT, C. W. Post; Bryan Ferguson, DB, Miami (Fla.); Terry Gallaher, WR, East Carolina; Nicholas Giaquinto, RB, Connecticut; Lyle Govert, DB, Ohio; Jeff Grady, MLB, Florida A&M; Scott Hays, DB, William & Mary; Jerome King, DB, Purdue; Alvin Maddox, RB, Maryland; Bruce Palmer, DT, Maryland; Joe Pearson, OT, Virginia St.; Terrence Ramsay, LB, Connecticut; Mose Rison, RB, Central Michigan; Robert Rolling, WR, Brooklyn College; Pete Spano, OT, Panhandle St.; John Spears, DT, Ramapo College; Kurt Steger, QB, Illinois; Carman Cartieri, LB, Montana; Ray Nettles, MLB, Hamilton (CFL)-Tennessee; Jimmy Jones, QB, Hamilton (CFL)-UCLA; Curtis Lofton, DB, West Texas St.; Steve Dennis, DB, Saskatchewan (CFL).

MONTREAL Alouettes

Greg Anderson, DB, Montana; Keith Baker, DB, Texas Southern; Charles Burgess, RB, South Carolina St.; Ron Calgagni, QB, Arkansas; Alex Clark, DB, Fort Valley St.; John Cole, RB, Angelo St.; Dan Driscoll, LB, Villanova; Greg Garson, WR, Colby; William Hampton, LB, Arkansas; Bobby Hosea, DB, UCLA; Mike Jones, DB, Virginia Union; Curtis Leak, WR, Johnson C. Smith; Roland Mangold, G, N.E. Missouri; Don Morris, WR, Kansas; Ken Niemasek, DE, Memphis St.; Terry Peters, DB, Oklahoma; Larry Pfohl, OT, Miami (Fla.); James Reed, LB, Cal-Berkeley; Ross Schubarth, OT, Massachusetts; Tom Toner, LB, Idaho St.; Alvin Walker, RB, Texas A&M; Ed Wright, WR, Wake Forest.

HAMILTON Tiger-Cats

Bill Carroll, TE, East Texas St.; Larry Cates, DB, Ottawa (CFL)-West Michigan; Paul Denza, DE, Yale; Ed George, OG, Philadelphia Eagles; John Howard, DE, Texas Southern; Tim James, OG, Elon College; Willie Martin, OT, Edmonton (CFL)-Northeastern St.; Craig Nagel, QB, Purdue; Mark Perrelli, OT, Ottawa (CFL)-Oklahoma St.; Frank Pomarico, OG, Ottawa (CFL)-Notre Dame; Rusty Rebowe, LB, Nicholls St.; Ed Smith, QB, Michigan St.; Paul Watson, K, Washington St.; Dave Mahler, QB, Mississippi St.; Waddell Smith, WR, Edmonton (CFL)-Kansas; Harry Walters, MLB, Winnipeg (CFL).

TORONTO Argonauts

Tony Adams, QB, Kansas City Chiefs, Al Chester, QB/DB, Florida A&M; Jack Connors, DB, Oregon; Ron Gardner, WR, Windsor; Mark Jackson, QB, Montreal (CFL)-Baylor; Bob Kramer, QB, Indiana; Sam Lisle, WR, Oklahoma St.; Mike McArthur, RB, McNeese College; Donnie McGraw, RB, Houston; Arthur Moore, DB, Mississippi Valley; Mike Obrovac, OT, Bowling Green; Johnnie Owens, DE, Calgary (CFL)-Tennessee A&I; Billy Ray Pritchett, FB, West Texas St.; Bob Sensor, DT, West Chester St.; Herman "Skip" Williams, DE, Imperial Valley; Cole Doty, WR and Brian Duncan, RB, Southern Methodist.

FREE!

your first issue of **FOOTBALL NEWS**. We'll put you on the mailing list and send you a fact-filled pre-season issue with our compliments. Later we'll bill you for just \$12 for 19 issues. You can pay or mark "please cancel" on the bill and return it. In the last 40 years we've printed more than 25 million copies of **FOOTBALL NEWS**, America's number one grid weekly. Mail this card today on our special "No Risk" offer and see for yourself why hundreds of thousands of football fans depend on **FOOTBALL NEWS** for the best available information on college and pro football.



Outstanding
Predictions
of ALL
Major
Games

Weekly Ratings
of Top Teams
College and
Professional

Complete
Coverage of
College and
Pro Football

YES

Send me FREE my first issue of **FOOTBALL NEWS**

- ☐ Bill me later for \$12 for a 1979 subscription. 19 big issues (I understand if I'm not satisfied I can mark 'please cancel' on the bill.)
- ☐ Enclosed is \$12 for 19 issues (a \$23.75 newsstand value). Send me FREE your 1979 Football News Fact and Schedule book. Money back guaranteed.

Name _____

Address _____

City _____

State _____ Zip _____

Mail today
No postage necessary

2 3 4 5 6 7 8 9

*You can be the most
informed fan in your
group by reading*

Football News



You'll love our:

- Scores and schedules of all major teams
- Pin point predictions
- Weekly ratings
- Inside information
- Statistics
- Pre-season All-American team
- Complete NFL rosters
- Super Bowl contest
- Analysis of upcoming games



BUSINESS REPLY CARD

First class mail, permit 21653, Detroit, Mich.

Postage will be paid by addressee

FOOTBALL NEWS

17820 East Warren Ave.

Detroit, Mich. 48224

No postage
stamp
necessary if
mailed in
United States





SPORT BARGAIN

Here's the exciting world of sport right at your fingertips! Colorful action-packed coverage of events as well as behind-the-scenes reporting to multiply your enjoyment of ALL sports. It's perfect for family sharing!

12 ISSUES FOR ONLY **\$5⁹⁴**

DETACH THIS CARD—MAIL TODAY →



SPORT BARGAIN

Here's the exciting world of sport right at your fingertips! Colorful action-packed coverage of events as well as behind-the-scenes reporting to multiply your enjoyment of ALL sports. It's perfect for family sharing!

12 ISSUES FOR ONLY **\$5⁹⁴**

DETACH THIS CARD—MAIL TODAY →

\$4.00 Street & Smith Pro Football

SAVE UP TO **62%** ON A SUBSCRIPTION TO **SPORT**

12 ISSUES FOR ONLY **\$5⁹⁴**

☐ YES, send me 12 issues of SPORT Magazine for only \$5.94—over 50% off the newsstand price of \$12.00

☐ Payment enclosed

☐ Bill me later

Offer expires 8/31/80

MR. MS. _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

Offer good only in U.S.A. Allow 8 weeks for delivery of your first issue. Basic subscription price: 12 issues \$5.94, 24 issues \$8.94. Single copy \$1.00.

24 ISSUES FOR ONLY **\$8⁹⁴**

☐ I'd prefer 24 issues for only \$8.94—62% off the newsstand price of \$24.00

Best Buy!

N802

\$4.00 Street & Smith Pro Football

SAVE UP TO **62%** ON A SUBSCRIPTION TO **SPORT**

12 ISSUES FOR ONLY **\$5⁹⁴**

☐ YES, send me 12 issues of SPORT Magazine for only \$5.94—over 50% off the newsstand price of \$12.00

☐ Payment enclosed

☐ Bill me later

Offer expires 8/31/80

MR. MS. _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

Offer good only in U.S.A. Allow 8 weeks for delivery of your first issue. Basic subscription price: 12 issues \$5.94, 24 issues \$8.94. Single copy \$1.00.

24 ISSUES FOR ONLY **\$8⁹⁴**

☐ I'd prefer 24 issues for only \$8.94—62% off the newsstand price of \$24.00

Best Buy!

N802



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 5013 DES MOINES, IOWA

POSTAGE WILL BE PAID BY ADDRESSEE

SPORT

Magazine
Box 5014
Des Moines, Iowa 50340



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 5013 DES MOINES, IOWA

POSTAGE WILL BE PAID BY ADDRESSEE

SPORT

Magazine
Box 5014
Des Moines, Iowa 50340



Win with kyle



for the football fan who
simply must know everything
about all the pro & major college teams...

- Complete head-to-head match-ups for approximately 100 college teams and all 28 pro teams.
- Team records home and away, straightup and by the spread.
- Cumulative logs of results complete with official pointsreads.
- Cumulative game-by-game statistics so you'll never miss a game.
- Capsule reports on every major college and pro game from correspondents filing from the scene of action — over 100 correspondents in cities across the country.
- The most accurate football power ratings to date.
- Previews of at least 50 college and all 14 pro games.
- Weekly 'Insider's Angle' column, with hints on how to beat the football pointsread.
- Game projections and up-to-the-minute analysis.
- Standout selections and best bets.
- Last year's statistics vs. opponent.
- Total game by game statistics in box-score form as well as in match-up form.
- Complete team by team and log by log directory of all results.
- Schedule of upcoming games.
- Complete numbered index.

Send No Money Mail Today

Dear Kyle:

Please enter my subscription as indicated:

FOOTBALL SEASON ONLY

- ☐ Sportsform 21 Issues,
Includes pre-season Preview \$50
- ☐ Confidential Communique, 21 Issues \$60
- ☐ Sportsform & Confidential Communique
21 Issues each (You save \$15) \$95

BASKETBALL SEASON ONLY

- ☐ Sportsform 19 Issues \$50
- ☐ Confidential Communique 19 Issues \$60
- ☐ Sportsform & Confidential Communique
19 Issues each (You Save \$15) \$95

FOOTBALL & BASKETBALL COMBINATION

- ☐ Sportsform
21 Issues Football, 19 Issues Basketball
(You Save \$25) \$75
- ☐ Confidential Communique
21 Issues Football, 19 Issues Basketball
(You Save \$25) \$95
- ☐ TOTAL INFORMATION PACKAGE
You get everything-Sportsform, 21 Issues Football,
19 Issues Basketball; Confidential Communique,
21 Issues Football, 19 Issues Basketball.
(Total Savings \$115) \$125

☐ Check or money order enclosed.

☐ Bill me via Master Charge ☐ Visa. Exp. Date

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

☐ Send me a bill with my first issue.

Signature _____

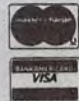
Name _____

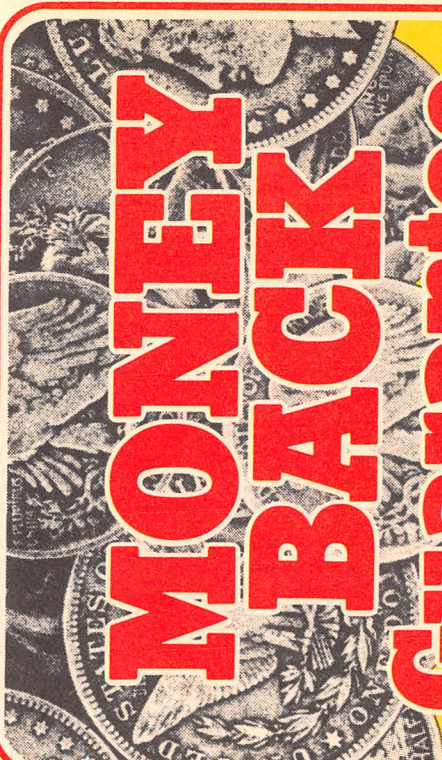
Address _____

City _____ State _____

Zip _____

A-1 2 3 4 5 6 7 8 9
B-1 2 3 4 5 6





MONEY BACK Guarantee

**Cost of Winning Only \$3
Per Week-Less by Subscription**

Order the SPORTSFORM, the weekly encyclopedia of Football & Basketball or the Confidential Communique—the last-minute word in grid information, or both. Kyle Rote personally guarantees that you must be 100% satisfied or your money will be refunded promptly, no questions asked. Sent by First Class Mail Tuesday morning to reach you no later than Thursday and possibly earlier. For Special Delivery, add \$2.00 per copy.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS

PERMIT NO. 2174

GREAT NECK, N.Y.

POSTAGE WILL BE PAID BY ADDRESSEE

Kyle Rote's
Sportsform
The Weekly Encyclopedia of Football & Basketball

343 Great Neck Road,
Great Neck, N.Y. 11021



Carry The Ball This Fall

With

Win 85% of your bets!

Here's All You Have To Do ...

- Subscribe for two years and get free the brand new 85% 1979 POINTSPREAD WINNER SYSTEM. The secret to this winning method is **BINARY PROBABILITY** made **SIMPLE** only through our winning mathematics. Now you can win 6 out of every 7 bets. You just apply three basic principles of handicapping. You also get a **BONUS 1979 FOOTBALL FACTBOOK**. A cram-packed capsule of vital statistics, complete, concise data on all **NFL** and **NCAA** teams.
- Subscribe for one year, and we'll send you by return mail the **1979 FOOTBALL FACTBOOK**. It's the same booklet that you receive if you subscribe for two years.

You Save Up To 43% When You Subscribe



Send no money mail today

- ☐ \$50 for 52 issues (2 years). Save \$48 over newsstand cost and get the 85% brand new 1979 POINTSPREAD WINNER SYSTEM PLUS Football Factbook FREE
- ☐ \$30 for 26 issues 1979 season. Save \$15 over newsstand cost and get 1979 Football Factbook FREE
- ☐ Check or Money Order Enclosed
- ☐ Bill me via Master Charge
- ☐ Bill me via VISA

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

(card no.)

Expiration Date _____

- ☐ Send me a bill with my first issue.

Signature _____

Name _____

Address _____

City _____ State _____

Zip _____



A-1 2 3 4 5 6 7 8 9
B-1 2 3 4 5 6

College & Pro Football Newsweekly Gives You:

- **Latest Pointspreads.**
- Weekly upcoming schedules.
- **Exciting articles and features.**
- Complete analysis by nationally acclaimed writers, both college and pro.
- **Late U.P.I. wire service reports.**
- All college and pro games of the previous week completely analyzed. Up to 100 college teams, and all 28 pro teams.
- **Every upcoming pro and college game completely analyzed by the top football writers in the country.**
- Logs and past performances.
- The most complete statistical information of any football publication in the country.
- Head-To-Head match-ups, with complete games' statistics, totals, Power Ratings, comments by reporters filing from the scene of action.
- **Complete stat analysis at your fingertips.**
- All of this plus much, much more for less than a penny a page ...
- **Charge it on Master Charge or VISA.**

Phone orders accepted
Call 516-487-8300



Printed in U.S.A.



BUSINESS REPLY CARD

FIRST CLASS

PERMIT NO. 2073

GREAT NECK, N.Y.

POSTAGE WILL BE PAID BY ADDRESSEE

college & pro
NEWSWEEKLY
football

343 Great Neck Road,
Great Neck, N.Y. 11021

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



KICK OFF FOOTBALL '79

Catch all the action—from pre-season shape-ups to Super Bowl showdowns—and pull in SPORTS ILLUSTRATED for just 59¢ an issue!

WITH SPORTS ILLUSTRATED

Sports Illustrated

YES! Send me:

☐ 30 ☐ 40 ☐ 52 ☐ 60 ☐ 100 issues* of *SPORTS ILLUSTRATED* for our basic subscription rate of 59¢ an issue! That's a big 53% OFF the \$1.25 cover price.

*(Check one. Where no term is indicated, the minimum will be served.)

☐ Payment enclosed ☐ Bill me later

Mr./Ms.

(please print)

Address

City

State/Province

Zip/Post Code

SPORTS ILLUSTRATED is published weekly except for two issues combined in one at year-end and occasional special issues. SI is regularly 59¢ an issue by subscription. The cover price is \$1.25. This rate includes postage and is good only in the U.S., U.S. Possessions and Canada.



\$63059

Apt. No.

Sports Illustrated

YES! Send me:

☐ 30 ☐ 40 ☐ 52 ☐ 60 ☐ 100 issues* of *SPORTS ILLUSTRATED* for our basic subscription rate of 59¢ an issue! That's a big 53% OFF the \$1.25 cover price.

*(Check one. Where no term is indicated, the minimum will be served.)

☐ Payment enclosed ☐ Bill me later

Mr./Ms.

(please print)

Address

City

State/Province

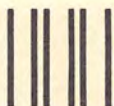
Zip/Post Code

SPORTS ILLUSTRATED is published weekly except for two issues combined in one at year-end and occasional special issues. SI is regularly 59¢ an issue by subscription. The cover price is \$1.25. This rate includes postage and is good only in the U.S., U.S. Possessions and Canada.



\$63059

Apt. No.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 22, CHICAGO, ILLINOIS

POSTAGE WILL BE PAID BY ADDRESSEE

Sports Illustrated

541 NORTH FAIRBANKS COURT
CHICAGO, ILLINOIS 60611



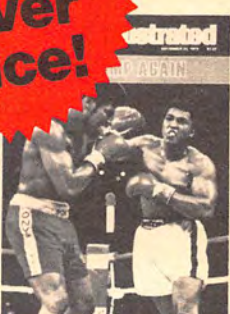
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD
FIRST CLASS PERMIT NO. 22, CHICAGO, ILLINOIS

POSTAGE WILL BE PAID BY ADDRESSEE

Sports Illustrated

541 NORTH FAIRBANKS COURT
CHICAGO, ILLINOIS 60611



**53%
off the
cover
price!**



HOW'S THIS FOR PROVEN PERFORMANCE?

Dear Professor,
I thought you were
crazy when you told
me to take San Diego
over Denver last Sun-
day . . . But you did it
again. How do you
come up with T.O.P.
Games like that?
M.C. Ohahu, Hawaii

Professor Ed,
Do you guys ever
lose? I am using your
service for the first
time this year and I
have not had a losing
week yet . . .
J. L., Pittsburgh

Ed H.,
My husband has been
throwing away money
on Football Newslet-
ters for the last five
years . . . I'm glad he
finally found you! He's
a lot easier to live with
now at the end of a
weekend.
Mrs. V.K., N.Y.C.

Dear Professor,
When I saw your ad,
I thought you were full
of . . . How can
anyone hit over 70%?
You've made me a
believer. Your
numbers are incredible
. . .
T.K., Los Angeles

Professor,
. . . Your T.O.P.
Games are Dynamite.
So far, you're 7 for 8. I
can't believe it! . . .
B.S., New Orleans

Professor Picks,
. . . Where have you
been all my life? I've
spent hundreds of
dollars on Selection
Services and
thousands of dollars
on their selections. I'm
finally a winner . . .
A.C., Oklahoma City

**GO TO THE HEAD OF THE
CLASS THIS SEASON. DON'T
FLUNK OUT AGAIN.
MAIL THIS TODAY!**

☐ CHECK FOR \$35. ENCLOSED.

Make Checks payable to
Professor's Picks

☐ BILL ME VIA MASTER CHARGE

☐ BILL ME VIA VISA

CARD NO.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

EXPIRATION DATE _____

☐ SEND ME A BILL

Signature _____

Name _____

Address _____

City _____ State _____

Zip _____



C D E F G H I J K L M

THE PROFESSOR'S T.O.P. (TAP-OUT-PLAYS)

= **87.5%** LAST SEASON

9/3/78	Washington + 8½ over New England	Washington Win 16-14
9/10/78	Buffalo + 5 over N.Y. Jets	Buffalo Win 20-21
9/17/78	Los Angeles + 4 over Dallas	L.A. Win 27-14
9/24/78	New England + 6 over Oakland	New England Win 21-14
10/1/78	Chicago + 7 over Oakland	Chicago Win 19-25
10/8/78	San Diego + 1 over Denver	San Diego Win 23-0
10/15/78	Baltimore - 10 over N.Y. Jets	Baltimore Lose 10-26
10/22/78	Kansas City + 6 over Cleveland	Kansas City Win 17-3
10/29/78	New England - 10 over N.Y. Jets	New England Win 55-21
11/5/78	Buffalo + 10 over New England	Buffalo Win 10-14
11/12/78	Buffalo + 8 over Miami	Buffalo Win 24-25
12/9/78	San Diego + 3½ over Minnesota	San Diego Win 13-7
11/23/78	Denver - 3½ over Detroit	Denver Lose 10-14
11/25/78	Green Bay + 3½ over Minnesota	Green Bay Win 10-10
12/3/78	N.Y. Giants + 8 over Los Angeles	N.Y. Giants Win 17-20
12/10/78	Chicago + 2 over Green Bay	Chicago Win 14-0



BUSINESS REPLY MAIL

FIRST CLASS

PERMIT NO. 371

JERICHO, N.Y.

POSTAGE WILL BE PAID BY ADDRESSEE

THE PROFESSOR'S PICKS
50 JERICHO TPKE
JERICHO, N.Y. 11753

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



TEXAS SPORTS FORECASTERS

HAS GONE NATIONAL

If you have the ability to consistently hit 90% versus the Las Vegas spread, read no further. Still with me? O.K., you're the people T.S.F. wants to talk to. "We make winners out of losers." We can't guarantee 90%, but who can? At T.S.F. we do know, as a private service last year, and having an "81% overall consistency", we were much more successful than most of the "major" tout services advertised through various channels. With this in mind, T.S.F. will provide you the same top professional service and many more customers coast to coast who are looking toward future BIG PAYING SEASONS with us.

We pick the BEST OF ALL GAMES. Picking among both college and pro we feel gives our customers the highest percentage possible. While other services may separate college and pro, we do not intend to inform certain customers the college weekend was a big success and had you paid for it along with the pro service, instead of losing, you would be winning. We will give you ALL THE BEST PICKS to insure a strong winning percentage. We give our picks after midweek so we can evaluate any late developing situations that might affect our selections.

Looking forward to a prosperous season for our customers, we hope you will join us today. IF YOU HAVEN'T WON BEFORE, YOU CAN NOW. If you already have, try T.S.F. for an even more successful season. Our seasonal fee for \$400.00 includes the college and pro season "plus" college bowls, pro playoffs, and the Super Bowl. Upon receipt of your cashier's check, money order, or personal check, call 1-512-327-4277 for the T.S.F. seasonal hot line number and times to call. Allow three days for delivery unless money is sent Western Union.

Thank you,
Texas Sports Forecasters

(Here are some customer responses from the past season.)

Thanks to T.S.F., I'm finally a winner.
D. Davis, Netherland, Texas

I just wanted to express my appreciation for
a fine season. B. Henderson, Austin, TX

Keep up the good work. I think you're the
best T. Tolbert, Lubbock, Texas

Talk about a blowout! No one's better in my
book. V.H., Houston, Texas

To send cashier's check, money order, or
personal check:

Mail to:

TEXAS SPORTS FORECASTERS
P.O. Box 913
Austin, Texas 78767

Western Union
Make out to T.S.F.
120 East 7th
Austin, Texas 78701

PLEASE: Clip out and mail with seasonal fee.

NAME

ADDRESS

CITY

STATE

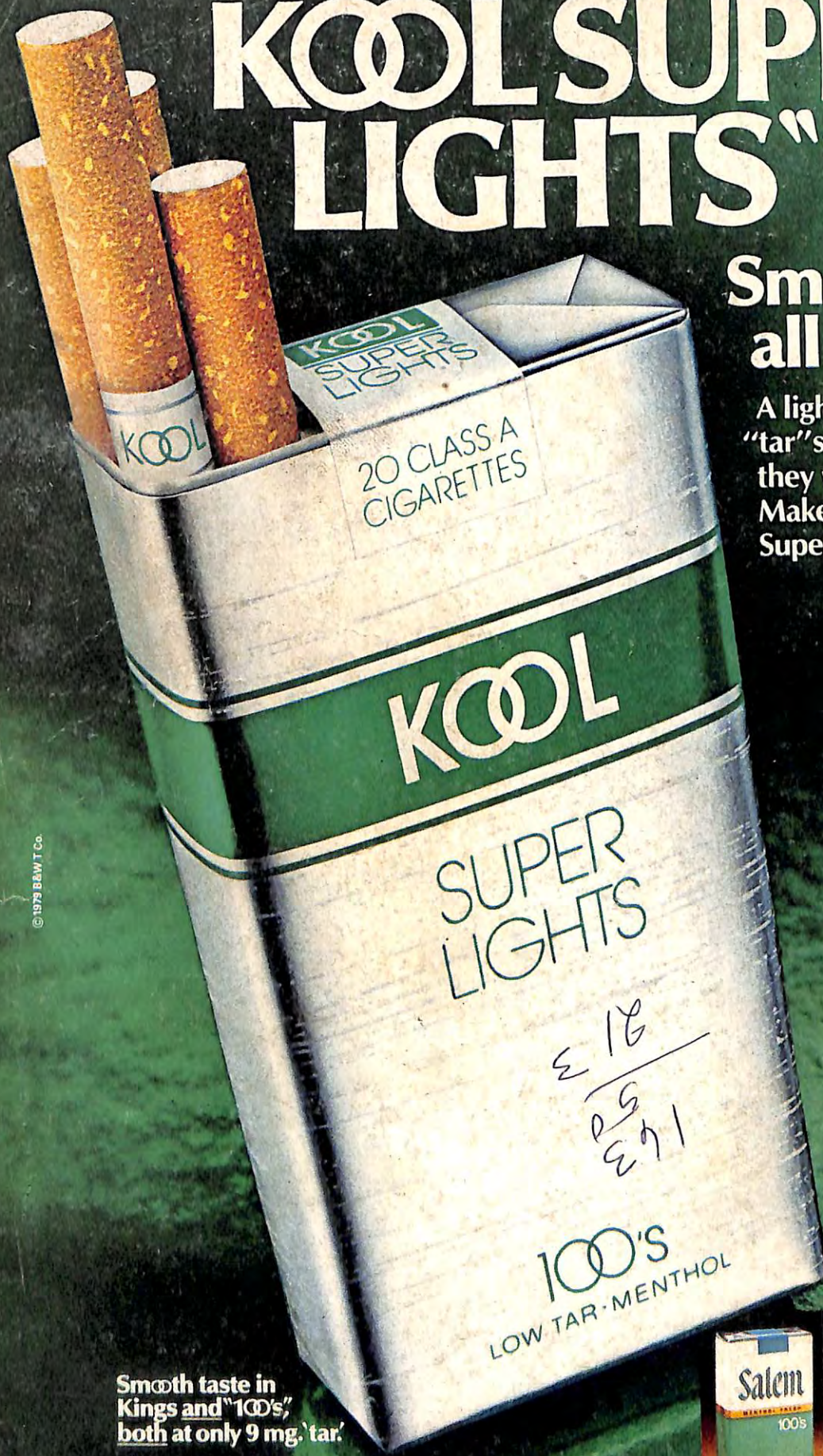
ZIP

PHONE NUMBER

KOOL SUPER LIGHTS "100's"

**Smooth & fresh
all the way.**

A light menthol blend gives low "tar" smokers the smooth taste they want. Never harsh tasting. Make the smooth move to KOOL Super Lights.



© 1979 B&W T Co.

Smooth taste in
Kings and "100's,"
both at only 9 mg. 'tar'.

**At only 9 mg. 'tar,'
it's lower
than all these.**



19 mg. 'tar'

17 mg. 'tar'

10 mg. 'tar'

13 mg. 'tar'

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.